Monster Cereal Special Edition 2

FREAKIE MAGNET

Fall 1997

#10

DR. TONGUE'S 3-D HOUSE OF COLLECTIBLE TOYS

50's Cereal

- Kelloggs Corn Flakes Drag Net Whistle $15.00
- Post Tin Rings:
  - Toots $35.00
  - Olive Oyl $35.00
  - Casper $25.00
  - Perry Winkle $25.00/$20.00
  - Mac $20.00
  - Jiggs $20.00
  - Captain $20.00
  - Harold Teen $20.00
- Rice Krispies Atom Sub w/cap $15.00
- Wheat Honeys/Fritos Dinosaurs $6.50 ea.

60's Cereal

- Capt. Crunch iron on's set of four $30.00 set
- Cereal box back records/cut out/call for info
  - Archies. $8.00 ea.
  - Bobby Sherman: $5.00
  - Monkees: $12.00 ea.
- Clackers Fun and Games book MINT $15.00
- Clackers Wacky Racer $20.00 ea.
  - Dick Dastardly's Mean Machine (no fin)
  - Penelope Pitstop's Compact Pussycat (no umbrella)
- Cocoa Krispies Og Yellow cave man $15.00
- Cocoa Krispies Kel figure $20.00
- Jungle Book linking figures 5 styles $10.00 ea.
- Pooh spoon sitters: $10.00 ea.
  - Pooh, Eeore, Rabbit, Kanga and Roo
- Toolie Birds: $25.00 ea.
  - Drill, Pliers, Paintbrush, Wrench, Pocket Knife, Adj. Wrench, Saw, Oil can, or Hammer
- Twinkles Frame Tray puzzle $45.00
- Twinkles Book Sandfords Boat $25.00
- Wheathearts Cereal Peabody and Sherman flicker $18.00

70's Cereal

- Around the World in 80 days figures $15.00 ea.
- Captain Crunch
  - Large mail away Fire Engine loose/complete $25.00
  - Glow in the dark puzzle in cello $15.00
  - Jean LaFoote balloon car $20.00
  - Bosun's whistles $15.00 ea.
- Chitty Chitty Bang Bang car (melt marks) $15.00
- Freakies figures $10.00 ea.
  - Grumble, Boss Moss or Cowmumble
- Freakies Cowmumble boat loose $35.00
- King Vitamin Coach only $15.00
  - Magna viewer in cello $35.00
- King Vitamin (animated version) flat figure w/sword (?) $12.00
- Pebbles Dino loader $20.00
- Pebbles/Flintstones
  - car with roof $25.00
  - coin purses: Barney or Fred $8.00 ea.
  - Dino Toothbrush holder in cello $15.00
- Stick up for Breakfast bike reflector $6.00

Animation Cels

- Sugar Bear Animation Cels - several to choose from $40.00 to $50.00 ea. CALL for descriptions

Funny Face

- Goofy Grape Kite in sealed bag $60.00
- With it Watermelon Mug MINT $12.00
- Jolly Ollie Orange mug $12.00
- Choo Choo Cherry walker (no coin) $75.00

Monster Cereals

- Bike handlebar airplanes:
  - Frankenberry $85.00
  - Chocula $85.00
  - Fruit Brute $95.00
- Count Chocula Mask 1973 $35.00
- Light Switch reminders: $35.00 ea.
  - Booberry, Frankenberry or Chocula
- Skull eraser in cello (white) $20.00
- Skull eraser loose/clean (white) $15.00
- Crayon set $40.00
- Spooky shape makers $25.00 set
- Magnets MOC $35.00 ea.
- School set polybagged w/header 1982 $25.00

Full Boxes

- Wheat Puffs - Donald Duck figural in space suit EXC. $40.00
- Wheat Honeys - Buffalo Bee VG $95.00

DR. TONGUE'S

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80's/90's Cereal

- Cocoa Krispies twirly spoon $5.00
- Quisp Quotes note pads $7.50 ea.
  - w/coupon in cello (opened)
- Trix color changing spoons $5.00
- Trix twisty spoon in cello $6.00

European Boxes

- 1989 English Rice Krispies $10.00
  - (Snap, Crackle, Pop as superhero's)
- 1994 German Frosties $5.00
  - (Tony the Tiger w/pog offer)
- 1994 German Frosties $5.00
  - (Tony the Tiger w/trick sticker)
- 1994 German Smacks (Diggum) $5.00
- 1994 German Choco's (Choco's Bear) $10.00
- 1994 German Kelloggs Corn Flakes $5.00

Misc. Wackiness

- Buried treasure pop-cicle sticks $5.00 ea.
  - many types available
- Big Boy comics 1970's call for no.'s $5.00 ea.
- Crest Sparkle Toothpaste tube toppers $5.00
- Colgate Happy Tooth Mystery Mountain Puzzle $15.00
- Choo Choo Charlie Good-n-Fruity whistle $10.00
- Cinnamon and Sugar Shakers -
  - Basketball player $15.00
  - Circus Elephant $20.00
- Cheeto's Mouse eraser $20.00 ea.
- Frito Bandito eraser $20.00
- Frito Bandito 'painted' figural ring in cello $95.00
- Kellogg's beach balls MIB $5.00 ea.
- Libby the Kid Flicker mug MINT $25.00
- Muncha Bunch eraser $10.00
- Nally's Space coins w/space capsule trays (two different) $20.00 ea
- W.C. Frito's eraser (red) $10.00

Canadian Premiums

- Black Hole Toothbrush holders $25.00 ea.
  - (Sentry Robot or BOB)
- Black Hole Flashers $20.00 ea.
  - (Maxamillian or old BOB)
- Captain Crook bowl hanger $15.00
- Disney bowl hangers $8.00 ea.
  - Mickey, Donald, Goofy
- Disney bowl hanger Goofy in cello $14.00
- Kellogs Stencils $10.00 ea.
  - Tony, Snap, Crackle or Pop
- Tron flying disks (two different) $15.00 ea.
- Shreddies figurals w/suction cups $7.00 ea.
- Shreddies YoYo $5.00 ea.
- Shreddies top in cello $8.00

Tee Shirts

- Count Chocula, Frankenberry, Boo Berry 100 percent cotton with old box art! $15.95 ea.

BEEN WANTIN' A COUNT CHOCULA VINLY FIGURE LATELY?

But ya couldn't justify 75.00 to 200.00.....

HELP... I'VE BEEN CLONED!

FUNNY FACE, KOOL-AID PAKS

FIZZIES

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plus 2.00 for postage

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CEREAL BOXES

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MR. WIGGLE

WELCOME TO MONSTER 2

Welcome, Cereal Stiffs, to our 2nd Annual MONSTER CEREAL Special Edition!

This issue marks the beginning of the 4th year of Freakie Magnet! It is the biggest Freakie Magnet yet, with over 40 pages of hobbyist articles, pictures and fun! From our vantage point, the cereal collecting hobby continues to grow in leaps and bounds with new collectors popping up everywhere. Check out the letters section and you'll see what I mean. The information that poured in over the last three months would hardly fit in a 12 page, color xerox issue (remember Freakie Magnet #1?). In addition, more collectible cereal boxes and prizes are showing up all the time. In the last month I got Booberry and Chocula boxes (both 1978) to add to my wall plus Monster Cereal totem mugs from advertisers in the Magnet. Here's a collector hunting tip: when you are on the phone answering a sale ad for cereal stuff (this is also true for other collectibles), NEVER FORGET to ask if the seller has any other items available. Be specific ("Got any other cereal boxes or prizes for sale? Freakies? Booberry?"). You would not believe what some advertisers have that they didn't list in their ads. Have fun and see you in 1998 with FM #11!

The Editor

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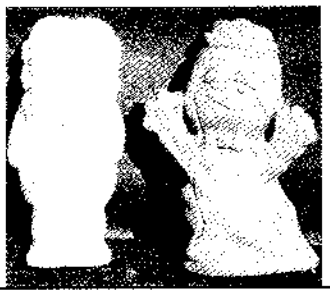

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Advertising deadline for Freakie Magnet #11 is February 15, 1998!

FM#10 Contributors:
Tommy Brookshire, Richard Dee, Bud Deegan, Duane Dimock, Dan Goodsell, Yael Grauer, Guy Himber, Matt Kirscht, Christine Meisner, Jonathan Meisner, Susan Mendolia, Mike Paquin, The Press Box, Mikal Vollmer. If we forgot anyone, let us know! If your submission didn't make it into this issue, watch for it in an upcoming issue! -Kev

SPECIAL THANKS TO SONJA ZAMBORSKI, MARK SCHRAMM, RICHARD DEE, JERRY OSBORN & SUHAIL MISHLAWI FOR ALL THEIR GOOD WORK! WE'LL MISS YOU GUYS!

Editor's Note: Freakie Magnet is a fun, editorial magazine about collecting cereal stuff. All positions presented are the personal opinions of the authors. The Freakie Magnet is not connected with and does not express or imply any connection with any of the cereal companies whose products, logos and trademarks are pictured and discussed herein.

CEREAL NEWS

FREAKIE MAGNET ON THE MOVE . . . AGAIN! Yes, it's true, we're moving from the Washington, D.C. Metro area to Southeastern Connecticut. Yours truly got a new job working for the Mohegan Indian Tribe. Our new address is FREAKIE MAGNET, 8 OAKWOOD DRIVE, GALES FERRY, CT 06335.

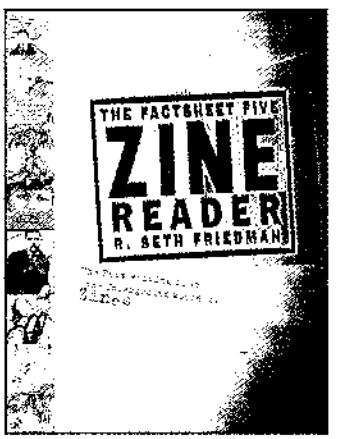
COOKIE CRISP BECOMES GENERAL MILLS' CEREAL: It's true, Ralston has sold Cookie Crisp to General Mills! Here pictured is the last Ralston Cookie Crisp and the first General Mill's Cookie Crisp. Almost can't tell the difference. Hey General Mills, bring back the Wizard and while you're at it call Jackie End, buy Freakies from Ralston and LET'S GET IT ON!

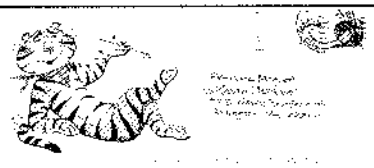
ATLANTIQUE CITY SHOW SET FOR OCTOBER 18, 19, 1997: Brimfield Associates' 1500 booth "Atlantique City" Holiday Fair - the largest antiques and collectibles show in the world - will be held Saturday, October 18 and Sunday, October 19 in Atlantic City, New Jersey's magnificent new state-of-the-art Convention Center. The famous Fall Atlantique City event is moving to the exciting multi-million dollar building that contains more exhibit and conference space than any similar facility from Atlanta to Boston. Brimfield's trend-setting international megashow, praised by the New York Times as "A prime weekend for antiques enthusiasts. . .collecting on a grand scale," will again honor invited delegates from selected collectors associations (including the Freakie Magnet!) with a Friday show preview and reception plus complimentary weekend admissions, which include early admission on Saturday. Show hours are Saturday 10 a.m. to 9 p.m. and Sunday 10 a.m. to 5 p.m. Advance ticket prices are $15 Saturday, $10 Sunday and $24 for a two-day discounted ticket. Saturday tickets are $17 if purchased at the box office. To order early admission tickets or for information about ground transportation, airline fare-saver coupons and hotel discounts, call 1-800-526-2724. **Editor's Note: I always find great cereal and toy stuff at this show. It is well worth the trip! -Kev**

GENERAL MILLS OFFERS NEW BREAKFAST (BEANIE) BABIES - Count Chocula included but no Frank or Boo: While many collectors and dealers are stocking up on dozens of Chocula dolls, my best source of commentary on contemporary boxes, Mikal Vollmer, didn't like the offer! My only beef is that there is no Frank or Boo (p.s. at press time I just saw this commercial on TV! Also I received my first two and they are even better than they look! -Kev).

FREAKIE MAGNET CEREAL TRADING CARDS DELAYED: Sorry but the move interfered with the production of the Freakie Magnet trading cards. Don't worry we're gonna do them, all 18 of them, in the near future.

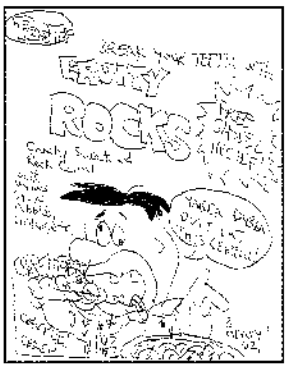
FREAKIE MAGNET FEATURED IN THE FACTSHEET FIVE 'ZINE READER: We're on page 22! Thanks Seth! You can get yourself a copy or check it out at your local bookstore. To order Factsheet Five (the magazine) send $5 to Factsheet Five, P.O. Box 170099, San Francisco, CA 94117.





Crunchy

WACKY FALLOUT



Dear Kevin,

I've enclosed a cereal parody I did. Hope you can use it in the Magnet! Looking forward to the next issue! Wackys rule! (I'm getting some originals in the mail soon!)

Steve Wann
9107 Covered Bridge Road
Baltimore, MD 21234

Hi Steve! Glad you liked the issue and thanks for the "Fruity Rocks"! I'm sure the gang will dig them! - Kevin

Dear Kevin-

Congratulations on another brilliant issue of the Magnet! I, too, have always been a big fan of the Wacky Packs, and you know I love the enclosed cards! They are well done! (I especially like "Quap" - though I'm not sure why!). Duane Dimock's article on cereal parody was amazing! Very well researched and entertaining - he done the Magnet proud! All in all, another awe-inspiring issue! Have you tried the Jurassic Park Crunch yet? It's yet another variation on Lucky Charms, with marshmallow dinosaurs! In other words, it's great! It made me late for work 2 days in a row! You see, even on a workday, you have to eat a "Lucky Charms" style cereal the correct way - oats first, saving the marshmallows for last! It's tricky and time-consuming (and who can stop at one bowl) but it's worth it. Even getting to work late wasn't so bad, because I was so wired on sugar that I did ten times my usual work! Ahhh. . .sweet sugar! I just saw a nice Count Chocula box in the store today with an in-box dinosaur spoon prize! I'll be getting that soon, unfortunately I don't like the cereal, but just like the old days, I'll force down the cereal to get the cool prize! Oh well, I hope this note finds you doing well, both you and your family. Continued success with the Magnet and with all things. You're doing a great job!

Best Wishes-
Mike Howlett, 101 Spring Street, Cambridge, MA 02141

Wow Mike, what a letter! Since I started producing the Wacky issue I put together almost a complete set of old series Wacky Packages! As you can see, my interest was re-sparked again, too. About your method of eating Lucky Charms, my son has improved upon it - he eats only the marshmallows and throws the "oats" on the floor. Also, a reminder for all of you out there - HEY, you're an adult now, you can buy the cereal for the prize and feed the cereal to the birds! You don't have to eat it any more! Best wishes and thanks for the letter! -Kevin

Dear Kevin,

I want to thank you again for all your help. Your magazine has really brought back some of the best parts of my childhood which was to find those great prizes in all the cereals that I once bought and also, all the great times I had trying to find all the different Wacky Packages to complete my sets. It is amazing how many other kids loved to collect those cheap little prizes and what these prizes mean to us in our advanced years. One great thing that your magazine does is to bring back the feeling it was to actually own some of these items as a child and also, to show everyone what some of these items look like today since many of the old memories of Quisp and Funny Face have vanished. It sure is nice to see them again even though they might not be readily available. One more thing I wanted to say was that I really appreciate everything that you have done to make this magazine possible. I hope that you will be around for a long time to come. GREAT WORK KEV!!! With Dan Goodsell and yourself as friends of mine, I consider myself to be very lucky especially when I am trying to find a certain cereal prize that I am looking for.

Yours truly, David Neumark, 2306 North Sixth Street
Burbank, CA 91504

David- your one letter has given me enough energy to produce the Magnet for a whole year. THANKS! -Kevin

Dear Kevin,

Issue #9 showed up today and it's great! I've been a non-sport card collector for a long time and the article by Duane making the connection between Wacky Packages cards and cereal box collecting was really cool. Regarding your request on the cereal news page, I've enclosed a picture of yours truly along with my latest acquisition. I would appreciate it if you would pass my name and address along to anyone interested in purchasing reasonably priced boxes of Quisp with the mail in watch offer. Thanks! Congrats, kudos and warm fuzzies for another great issue of Freakie Magnet.

See you in the cereal aisle!
Eric Stewart, RR2 Box 163, Oneonta, NY 13820

Thanks Eric for the letter and picture! Collector's, please send more photos like this one! -Kevin

A Letter from JAPAN!

Dear Mr. Kevin Meisner

Wow! Your magazine is great! I want a one year subscription and also issue #4. I just started collecting cereal items. I love Monster Cereal, Cap'n Crunch, Garbage Pail Kids and Rat Finks. Do you know anyone who has these items for sale? Especially need Monster Cereal vinyl dolls and Garbage Pail Kids dolls. I am looking forward to receiving FREAKIE MAGNET!

Yours Sincerely, Masaomi Watanabe
4-34-13-105 Matsubara, Setagayaku
Tokyo, 156, JAPAN
ph/fax: 81-3-5300-9231

Nuggets

Dear Masaomi Watanabe: Thank you so much for sending me the 4 Kellogg's Magic Spoons (in-pack prizes). We do not have them here! There are many people who would be interested in trading modern cereal boxes with you in the United States. We did an issue last Winter (#6) that featured boxes from other countries and the Japanese boxes were the best! Please send a list of current boxes you may want to trade and I will publish it. -Kevin

MAGNET KICKS BUTT

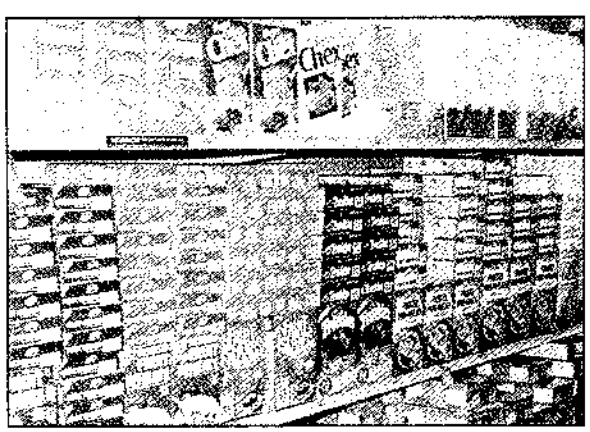
Dear Freakie's Magnet

I love your magazine it kicks ass. Here is a money order for a back issue of F.M. #4. Do you have any commercials on video of the Monster Cereals or Freakies cereals? Plus I'm looking for fresh boxes for sale of Quisp, Count Chocula, Frankenberry, Booberry and King Vitaman. Thanks.

Mark Poccora
8464 Menke Way
Citrus Heights, CA 95610

Thanks for the order, Mark! You can get the Freakies commercials video from Mr. Duane Dimock (619) 276-5253 and also some Monster Cereals commercials from him. I will be able to get the above cereals for people once I am moved to Connecticut since they are all available there except Quisp. -Kevin

FREAKIES on the Shelf!



Kevin! Here's a photo from a grocery store that shows Freakies Cereal (1987) on the shelf!

Mikal Vollmer
P.O. Box 1131
29 Palms, CA 92277

Thanks Brother! -Kevin

And now from CANADA

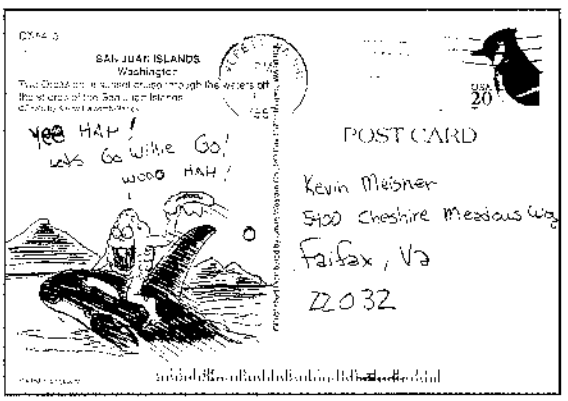
Dear *Freakie Magnet*,

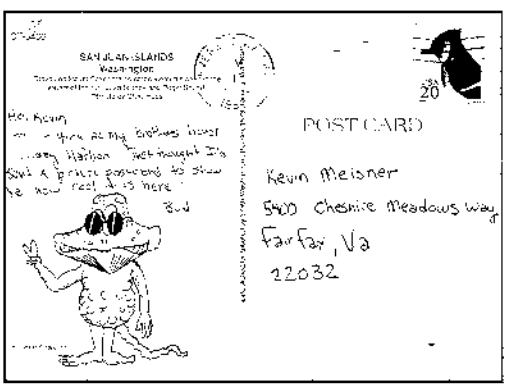
I read of your cool-sounding zine in *Factsheet Five* and send you $5 US for the latest issue. I love cereal, of course, and every time I come back from the States, custom officials are stunned to realize I am not bringing in cheap American liquor or importing guns, but boxes of Cap'n Crunch Peanut Butter Crunch, Wheaties, Corn Chex, Apple Jacks etc. -- as none of these brands are available in Canada. It was breakfast cereal that formed my first impressions of America: I watched American cable TV as a kid and couldn't wait to cross the border for a bowlful of Quisp or Kaboom! I dreamed of an America where the cereal tasted like cookies and you got a free baseball mitt inside the box. It's not that Canadian cereals are without their charm (and if you'd like, I could write y'all something about our non-bacon breakfast innovations) but apparently, some bizarre "health" code helps keep a staple like Cocoa Puffs off our grocers' shelves. Alas, at any rate, send me the issue -- I look forward to it.

Sincerely,
David McGimpsey, 2141 Quinn #6
Halifax, NS B3L3E5, CANADA; (902) 429-8518

Hi David! I sent you the latest Freakie Magnet plus Freakie Magnet #6, which covers international cereal boxes. Check out Duane's border crossing story (Canada). He really has a special relationship with the agents, maybe you guys should compare notes! Anyway, enjoy the Magnet! -Kevin

What Bud did on his Summer Vacation!



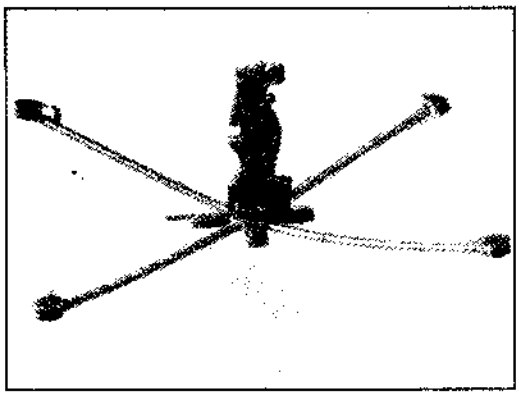


More Monster Madness

by Matt Kirscht

I was about seven years old, My brother (twelve) and I were staring at shelves full of cereal boxes that seemed to stretch thirty or forty feet high. During the dreaded Sunday shopping trip in which we were forced to accompany our mother to the local Acme every week we were now at the one part of the trip that made it all worthwhile... the cereal isle. Every week the cereal we ate was dictated by the coupons mom had clipped from the paper, but she always let us pick one box of something we wanted even if she had no coupon for it. Careful inspection of the prize offers was always top on the list of criteria used to determine what we would decide on, but there was always one cereal that seemed to appear more magical and fantastic than any other. That cereal was Boo-Berry. Something about the fantastic flavor, the chalky marshmallows and the creepy ghost with Peter Lorre's voice always swayed us into a hypnotic trance of seduction. Every now and then we would have to break it up with one of the other Monsters, Fruit Brute was always the next in line. Unfortunately even though I loved Frankenberry dearly, my brother detested it so I rarely got to sink my teeth into that delicacy. Without question in our book, Monster cereal ruled.

Mini Monsters



Fruit Brute Parachute Figure

I was about nineteen years old and as I pulled up the corner of my old and threadbare carpet I found Boo-Berry. I began whooping with joy as I held the mini-monster in my hand and made him swoop around in giant circles. I instantly remembered having a Count Chocula, Frankenberry and a bat figure that went along with him. Frantically I tore every secret corner and hiding place in my room apart hoping to find one of the treasures, but no luck was had. I placed Boo-Berry on the toy shelf I had been keeping the Monster toys I was collecting on and vowed I would find more. About 2 years later I decided to bid on a Boo-Berry vinyl figure in a Toy Shop auction and won. As cool as I thought that was I was still relatively calm about Monster Cereal toys, and in fact didn't add anything else into my collection for another 6 months. That is when I saw Freakie Magnet number five. DAMN!

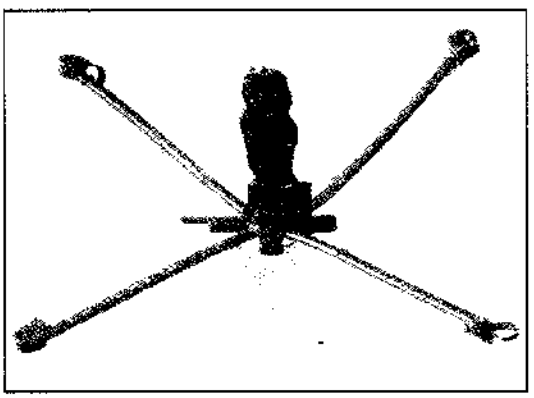
From that point on I was catapulted into the incredibly fun and challenging world of cereal collecting. I made Monster Cereals my focus and went after any trace of them I could find with incredible enthusiasm. Within a year and a half I had amassed an incredible collection of premiums and some good boxes too. I wanted to share some of the knowledge obtained with other collectors, but felt a little intimidated by the very intoxicating article Ronnie Salinas Jr. wrote in Freakie Magnet number five. So here I have decided to group some of the more interesting finds and experiences I've come across since Ronnie's article launched me into this strange world of collecting.

THE FINDS

In the last year it seems that an endless stream of Monster cereal stuff has been crossing my path. A good amount of what I found was completely new to me. Whenever I would come across someone with some stuff for sale it always seemed that the person would begin describing something I never heard of. Each time I kept thinking, "That has got to be it, there CAN'T be any other premiums out there!" And there wasn't... until the next phone call. I now believe that 99% of all Monster cereal premiums are known, but I'll never be convinced that there isn't still more out there waiting to be discovered. Here are some of the more interesting revelations....

#1 - Boo-Berry Holding Spoon Box.

WOW! The suggestion Ronnie put forth in issue #5 turns out to be true! Ronnie wrote that he has seen animation cels of the Monster cereal gang holding boxes that pictured the characters holding spoons instead of pouring milk, but never saw a box of that type. The box is from 1978 and offers the Battlestar Galactica command center send away. After talking to other collectors I found



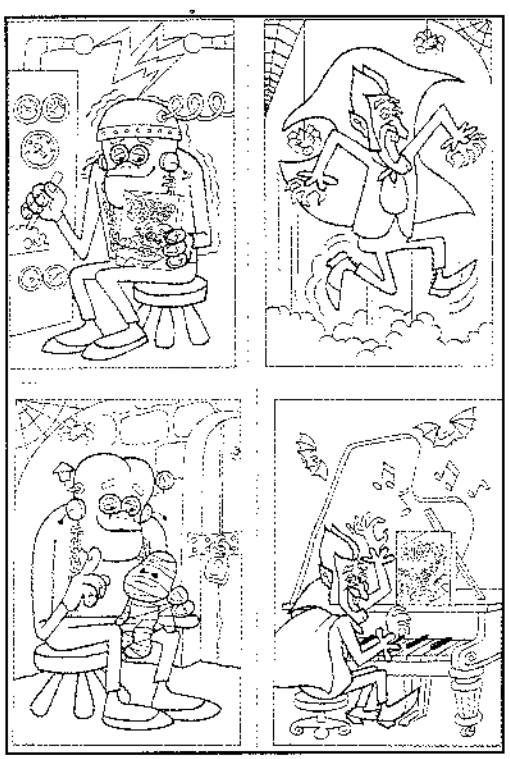
Boo Berry Parachute Figure

Monster Handlebar Planes

someone who has Chocula & Frankenberry boxes of this sort that feature the Monster record in-pack prize. Since the Monster Star Wars boxes are from 1977, and Pouring milk started in 1979, that would mean this style was only available for about a year. That would explain the scarcity of the style and why it took so long for it to be discovered. As it stands now, that Boo-Berry box is the only known Boo-Berry holding a spoon box in existence. I do firmly believe that since it has a Battlestar Galactica offer there HAS to be more out there, because more of them would have been saved to begin with. Only time will tell (to see this box turn to page 19).

#2 - Large Magnets

I was closing a deal with a collector for numerous Monster cereal premiums when he mentioned he had one more thing for sale - a Frankenberry magnet. He described it as being older looking and nothing like the "crappy" 80's magnets. His asking price was very modest so I had him throw it in with my order. When I pulled it out of the package he sent me I nearly fell over! It was huge! The magnet is about four and a half inches tall and very heavy. I instantly thought it had to be very early, but when I talked to Ronnie about it he told me he has a Fruit Brute of that set and has seen a Chocula. Since then another Fruit Brute has turned up, but these remain one of the scarcest in-packs (I'm guessing it was an in-pack - who knows...) I've ever come across.



Monster Cereal Paint Sets

#3 - Parachute Figures (Puff-Chutes)

I have never actually seen one of these, but in hushed conversations over the phone with secret conspirators I found out about them. It seems that one collector has three of the four characters, and there are probably a few others floating around out there. While the actual figural part of the prize is very small with a relief image stamped into them, these are very desirable due to their small numbers. If anyone out there has a Frankenberry, call Guy Himber, he would love to complete his set!

#4 - Revolving Head cards

One of the first Monster prizes I bought through the mail was an absolutely stunning cardboard Fruit Brute premium. It contains three sections which when you attach on top of one another you can spin the top 2 pieces to change Fruit Brute's expression and the hat he is wearing. I thought it was cool to see that his lunch box is in the shape of a coffin! These are also very rare right now with maybe only one Chocula and one Boo-Berry known right now. Recently a small amount of Frankenberry cards were turned up along with another Fruit Brute.

Monster Vinyls - Only $1.00!

#5 - Vinyl Dolls are from 1976

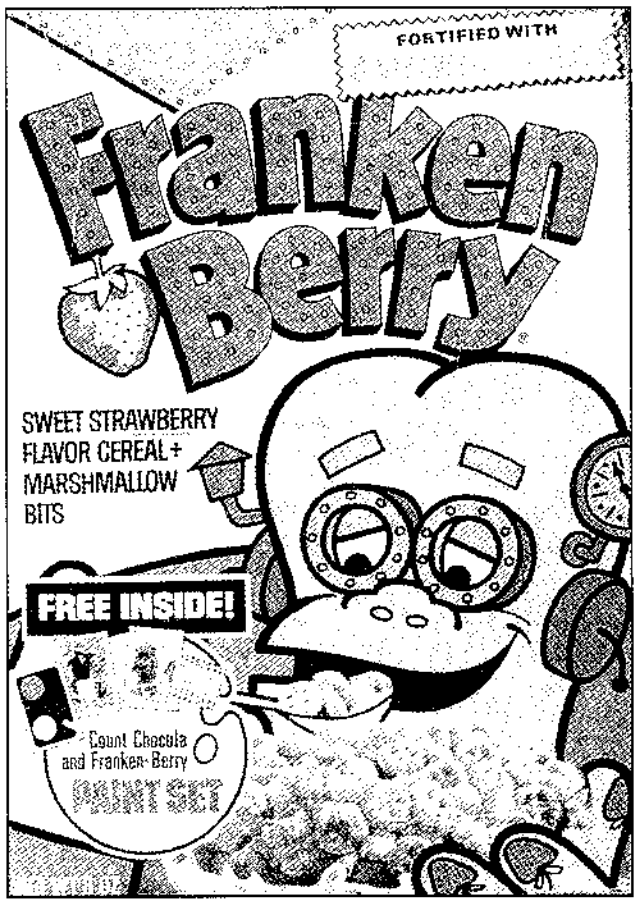
After much speculating by many collectors of cereal and advertising figures that these came out in between 1979 or 1980, the actual date is confirmed as 1976 by Dan Goodsell who has the Fruit Brute box that offered them. All you collectors who hate 1980's items can breathe easy now that they are firmly entrenched in the 1970's.

#6 - The 1972 Paint Sets Are So Cool!

It is very possible that these may be the first Monster Cereal

character in-packs. The flicker rings also came out in 1972, so some more research must be done to find out which came first. These paint sets each contain two postcard sized images for you to color. General Mills was nice enough to enclose a very ugly and useless palette of paint and a number of cardboard "brushes" to smear the useless paint on with. Try to ignore all that nonsense and focus on the images of chocula and frankenberry... WOW!

I only have 2 paint sets, so I do not know what the other images look like, but the two I have are knockouts. I particularly like Count Chocula playing the piano and Frankenberry sitting with a small mummy on his lap. I like to think that it is Yummy Mummy as a wee mummified breakfast icon, not yet ready for his own cereal. The perforations that attach these panels are very weak so I would imagine finding them in one piece is really difficult. These paint sets go well with the coloring posters that were released in 1971, they all feature incredible line art of the earliest style of Monsters



Wow! I want this!

#7 - Sticker and Iron-On combos - I remember those!!!

When I had tracked down a copy of the Fruit Brute make-a-face sticker sheet I was convinced it would be the one I remember so well from my earlier years. It features various stickers of facial features on one side and a blank outline of Fruit Brute on the back so you can arrange them in any order you would like. When I got it in the mail I was crushed to see that it was not at all as I remembered and I started to doubt my memories. Could everything I know be twisted and false, ruined by communists? Was my entire life a lie??? Months passed and while my paranoia subsided, my dreams were still twisted by thoughts of brain altering machinery.

Then I ordered a Fruit Brute iron on from someone who thought it might have stickers on the back. I didn't think much of it, in fact I thought he was very confused since I assumed it was the type of iron-on that goes with my Boo-Berry which is made out of lumpy plastic. When I slid the iron on out of the envelope I saw big stickers of Fruit Brute's ears, nose & mouth on the back! Holy Toledo that was it! Not only were these the exact stickers I remembered, but their function was instantly revealed to me as well! You were supposed to stick these on your face so that you, the cereal eater, could become Fruit Brute himself! As soon as I remembered that I thought no... that's crazy, it must have been one of those weird-o things I did as a kid, you couldn't possibly be expected to stick those on your face. Then it hit me... there are no eyes on the sticker sheet, that would be because you can't really put a sticker on your eye. The eyes are so important in a character, they would have to be there otherwise. Then I remembered that on the back of the Chocula Bela Lugosi box you got a bunch of monster stickers to put on your face to look like a creep, so that also reinforces it. I can almost visualize the box they came in and the drawings of the children with the stickers on their faces, but its a little too hazy to be certain. Incidentally, if anyone has this box CALL ME!!!! These are also really tough to find, but super cool!

#8 - The coloring book is an exercise in brain washing!

How To Be A Good Monster, that is what it is called, but I think it should be titled "Writer of Coloring Book Has Really Bad Children, So He Tries To Brainwash All The Children Of The World So Other Parents Don't Experience His Nightmare." In all seriousness this is a great coloring book which shows the Monsters sauntering through

the day "Doing the right thing" and correcting lots of bad children for "Doing the wrong thing." I believe this coloring book is from early 1973 because each time it shows one of the monsters eating cereal, it is Boo-Berry they are chowing down on. Also, when Frankenberry, Chocula and Boo-Berry are watching television, the screen shows Boo-Berry floating around the great outdoors. I think all this added focus on Boo-Berry is because his cereal was just introduced and General Mills was trying to subliminally hammer him into the minds of children.That is all conjecture, but it sounds valid to me. The coloring book can be expensive, but is definitely worth it.

#9 - The Most valuable Monster cereal Premium is.....

I know what you are thinking. You read the title to this section thinking, "Oh yeah? and WHAT is the most valuable premium? Huh smarty pants.... what is it?" Well let me first say that I am speaking of a value far beyond monetary sensibilities. This value is unimaginable in its wealth! Without further ado I shall share this incredible secret with you. The most valuable Monster Cereal premium is.... Boo-Berry scratch and sniff stickers mint in package!!! Stop laughing! Its true! The scent in which these stickers are saturated is IDENTICAL to the smell and taste that Boo-Berry had in the seventies and early eighties! For everyone who dearly remembers the way Boo-Berry used to taste, these stickers are the ultimate time machine. Close your eyes... scratch the sticker.... float gently back to a time when you were eight years old sitting in front of a bowl of your favorite blueberry cereal... WAIT, STOP...don't eat the sticker! it doesn't taste like Boo-Berry! If you don't believe me try it yourself, you will be amazed! I suggest mint in package stickers because then the scent will be incredibly potent. After I made this discovery I tore open my Count Chocula scratch 'n sniff stickers, placed them under my nose and... nearly threw up! What a disgusting stench there was emanating off of these horrors! I warn you to keep these sealed under all circumstances! I do not have the Frankenberry stickers so I do not know if they hold treasure or trauma, anyone out there with them?

Scarey Paper Boo Berry!

Awesome Chocula Sendaway Poster!

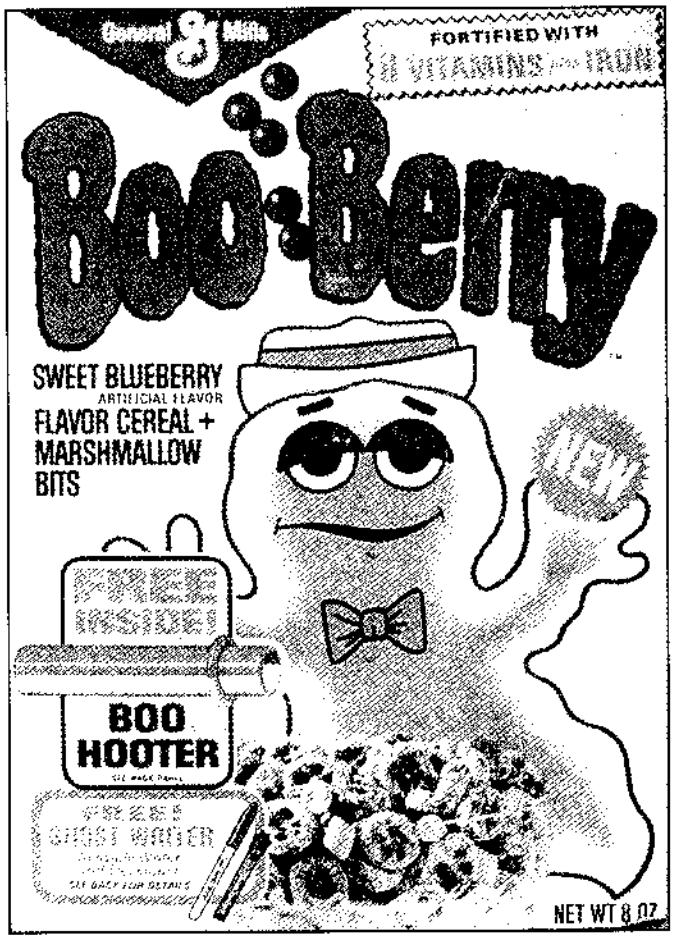
A Quick Final Note - As I was finishing this article I got another phone call.... another sticker has turned up I have never heard of! So much for my 99% of All Monster Cereal premiums are known theory! The sticker was an image of a gold Boo-Berry statue with the words "Most Ghostly Award."

THE CRAZY CRAZY MARKET (Advance warning this is bland reading!)

To say that the demand for Monster Cereal products is high is certainly an understatement. Some items like the vinyl dolls have gone ballistic with the $200 mark not very far off. It is constantly getting harder to find any good monster cereal premiums, but do not give up...there is a lot still out there! Plastic premiums seem to be in more demand than paper right now, which is odd because the paper premiums are far harder to locate.

Why is there so much demand right now? I think it has a lot to do with the Very persuasive article written by Ronnie Salinas Jr. in Freakie Magnet #5. For me, it was definitely Ronnie's article that lead me down the incredibly fun, yet incredibly costly trail of Monster Cereal collectibles. I had collected Monster Cereal and Freakies premiums before I saw the article, but after I read the article I was hopelessly hooked into tracking down every piece of Monster Cereal paraphernalia I could grasp on to. I had gone from feeling a bit ill from spending $50.00 on a Boo-Berry vinyl to gladly spending $200 on a set of bicycle spinners and giving up nearly $500 in trade for a Fruit Brute box.

I suspect that many other collectors were similarly swooned by



Ronnie's article because if you look at the ads in Freakie Magnets before #5, and compare them with prices in later issues, you will find that most prices on Monster Cereal items have doubled in a little over a year! This sort of increase far surpasses the more slight increases Freakies, Quisp & Cap'n Crunch experienced. Perhaps a lot of the huge leap in Monster Cereal premium prices has something to do with the fact that they were much cheaper then similar Freakies & Quisp premiums to begin with. When a Quisp Gyrocycle costs $35-$45, and a freakies Boat about $30, a Frankenberry Car for $15 looks really good.

On the other hand, some items have been brought out in enough quantity that prices have stabilized, or in some cases, come down. As many Monster Cereal collectors as there are, it is still an extremely small area of collecting, so that quantities can cause temporary declines in value. A good example of this is the set of four bicycle spinners. At one point these were incredibly tough to find and would sell for $90-$120, but as the higher paying collectors filled in the holes in their collections, the prices have stabilized at about $50 each.

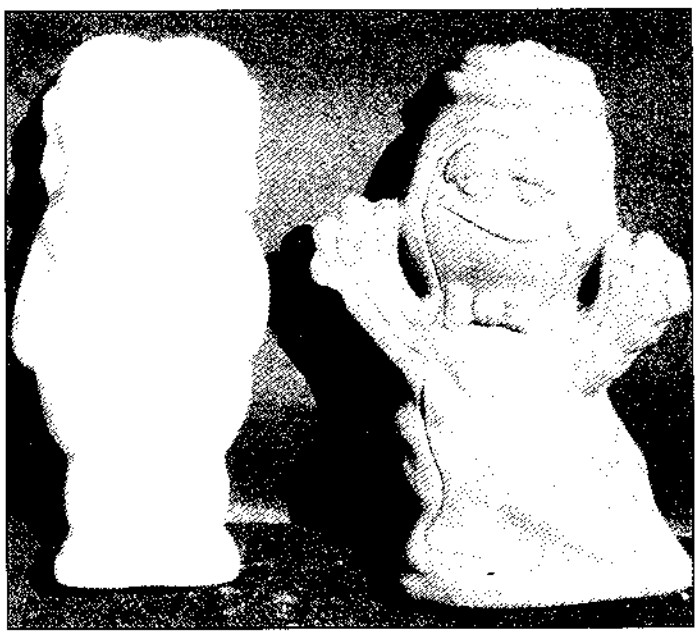
Some items seem to show no signs of stalling. The vinyl dolls continue to sell at higher and higher prices as the remaining supply dries up. A Boo-Berry which is one of the more common of the four, recently sold for $165 in a Toy Shop Auction! Frankenberry has by far become the most sought after and it can be very difficult to locate one at any price. Perhaps the supply has dried up because of increased demand from overseas, particularly Japan. Generally once an item like that leaves the country, it doesn't make it back into the U.S. for resale. As for the people who complain about this practice, don't many American collectors scramble for imported Japanese items featuring Godzilla, Ultraman and the like?

The two different sets of rings are also in high demand by a larger collecting public right now. While the Overstreet ring guide is a bit over enthusiastic about the values of the rings, they have been selling for continually crazier prices. I personally believe that the flicker rings will eventually overtake the compartment rings in value due to the fact that they are far more attractive and are scarcer then the compartment rings.

I feel that the more common items will remain at current price levels for some time, while the tougher pieces will continue to bring crazier prices. The erasers, flat figures and totem mugs and cars are probably hitting a plateau now. These are all pretty easy to locate at conventions and through mail order with premium dealers. The light switch figures, toothbrush holders, bike spinners and door knockers will probably experience a good deal of increase in the future. While finding an example of these can be easy, completing sets certainly isn't.

I have no idea what the paper premiums will do in the marketplace. I think they are harder to find and usually more beautiful then the plastic premiums, but most collectors seem to like plastic better. Some paper like the iron-on/ sticker combos, paint sets, revolving head cards and coloring posters are among the rarest of all Monster premiums. All of these are basically in the area of 5 or less examples each currently known in collections. The coloring posters are perhaps the rarest with 2 of each known. Only time will tell, but I think this is a great area of collecting.

Boxes of the Monster Cereal crew are in seriously short supply. On the other hand they are very expensive, so I feel that very few new collectors will be comfortable starting off a hobby paying $300 for a box. I think if anything, price will be the one thing that stalls the growth of this hobby. Even on the premium level I know many people who would love to collect Monster Cereal Stuff, but can't see paying $30 for a tiny piece of plastic. The problem with boxes though is since there are nowhere near enough to go around now, every single collector that enters the field will put strain on the supply, and



Rare Soaps from the Monster Bathtime Fun Kit!

Compare: Booberry vinyl and Bathtime Fun Kit soap!

thus the price. We need a serious find to turn up! It is strange that in the one big General Mills box find made by David Gutterman, Monster cereal boxes were completely absent. Watch out for pouring milk boxes to soar as they become the earliest available boxes featuring the monsters in their original drawing style. It is already to the point where unless its a Star Wars box, 1st Style Monster Boxes NEVER come up for sale.

I think that people who have been collecting Monster Cereal memorabilia for a few years are truly lucky, and that new people entering the market have a challenging, yet very rewarding experience ahead of them. If anything, new collectors should not be dissuaded by the difficulty in obtaining good Monster Cereal Stuff, but should tackle it head on and with much enthusiasm. When I started this I never thought I'd have the collection I now have, but the more enthusiastic I was and the more I did the footwork necessary to track these great rarities down, the more I was rewarded with incredible finds. Everything is out there somewhere, and everything can be found with enough effort and time. Except for pre 1976 boxes featuring classic premiums.....

THE PRICE GUIDE

I really hesitated in including this part of the article. I know some people will be angry with me because it will probably make it harder for them to get premiums at cheap prices, but I feel the positive aspects outweigh the negatives. For one thing, price guides tend to bring out hidden quantities of premiums because when a person sees that they can get x amount of dollars for something, they become willing to dig into their attic or basement to find it. As more people do this it adds to the supply of available prizes which in turn makes it easier for everyone to get what they want. The other strong plus I feel is that to a beginner there is next to no information out there on realistic monster prices. When I started I would have loved a price guide to help me decide which pieces are better then others. In the beginning I was faced with deciding whether or not to buy a Boo-Berry Iron-On for $15 or a Hamhose medal for $25. Because there was no guide to help me make up my mind I went for the iron-on. Anyone into Freakies knows that was a BIG mistake!

One other point to keep in mind, this guide is a document of this VERY moment in time. One month from now we could see a find of 70 compartment rings turn up which would certainly lower the price. Remember this is a small collecting field and prices can change drastically up or down much quicker than in a broader field like G.I. Joe or Barbie. These prices represent what you can expect to pay for the items in like new condition. If you are selling these pieces to a dealer do not expect to receive these prices, half is a good rule of thumb.

IN PACK PRIZES:

1972 Paint Sets - RARE, possibly 1st character in-pack. 3 different, each with four panels: 2 illustrations & 2 painting pallets. $40 - $60 each.

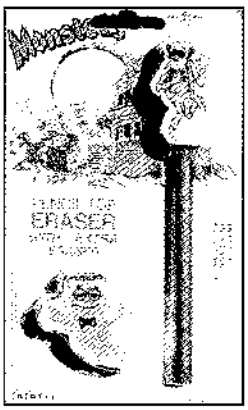
1972 Flicker Rings - Crazy Market frenzy on these at this time, very hard to value. $120 - $180

1973 Mini Monsters - Frankenberry, Boo-Berry & Chocula, $15-$30. Expect a little lower for Frankenberry (most common) and a little higher for Booberry (toughest of main 3); Midnight Bat (Uncommon); $35-$45; Skeleton (RARE) $50-$100.

1973 Totem Mugs - Frankenberry, Boo-Berry & Chocula, $25.00. Bat, Skeleton, Owl, $15-$20: Blue, Yellow, Orange. BEWARE OF REPROS

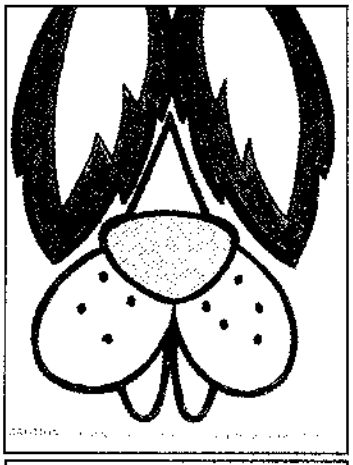
1973 Pencil Toppers - Frankenberry, Boo-Berry, Chocula, $10-$15; Bat, Skull, Owl, $8-$12; Blue, Yellow. BEWARE OF REPROS

1974 Spooky Speedsters (Cars) - Frankenberry, Boo-Berry, Chocula - blue, yellow, red, brown, $25-$30



1975 Fruit Brute Lightswitch covers - 4 Different, glow in the dark - $25-$35; 1st Fruit Brute In-Pack.

1975 Glow in the Dark Stickers - 2 different of each character, & 1 w/ Chocula, Boo-Berry & Frankenberry $20-$25



Fruit Brute for your face!

1975 Bicycle Spinner Planes - Frankenberry, Boo-Berry, Chocula, Fruit Brute - $40-$50

1976 Secret Compartment Rings - Again Crazy Market Frenzy on these at the moment. Frankenberry, Chocula, Boo-Berry, Fruit Brute $100-$200 - Pink, Orange, Blue, Brown

1976 Glowing Lightswitch Figures - Frankenberry, Boo-Berry, Chocula, Fruit Brute $25-$35; Pink, yellow

1976 Doorknockers - Frankenberry, Boo-Berry, Chocula, Fruit Brute $40-$50 - Orange, Brown, Red & Blue

1977 Toothbrush Holders - Fruit Brute, Boo-Berry, Frankenberry, Chocula; $25-$35 - Brown, Red, Blue & Orange

1978 Cardboard Records - 3 Diff, $15-$20

1970's Iron Ons - Frankenberry, Boo-Berry, Chocula, Fruit Brute, $15-$25

1970's Make-a Face Stickers - Fruit Brute, $30-$35

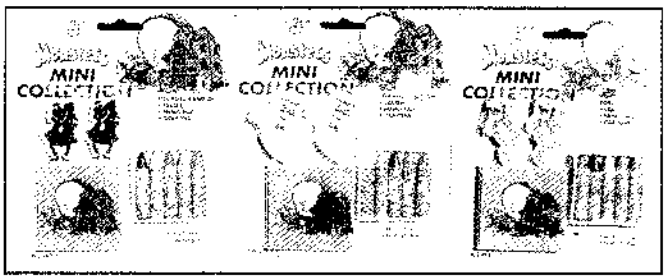
1970's Parachute Figures - RARE, very few known Frankenberry, Boo-Berry, Chocula, Fruit Brute $50-$60

1970's Large Magnets - RARE, known examples in rough shape, easily damaged. Frankenberry, Boo-Berry, Chocula, Fruit Brute, $35-$50 - No Boo-Berry Known to exist?

1970's Sticker/ Iron-on combos - RARE - Fruit Brute, Frankenberry, Boo-Berry, Chocula $35-$45

1970's Award Stickers Boo-Berry, $20-$30

1970's Flip n Flys - Frankenberry, Boo-Berry, Chocula, $30-$35



Cool Store-bought Merchandise!

Fruit Brute Big Magnet

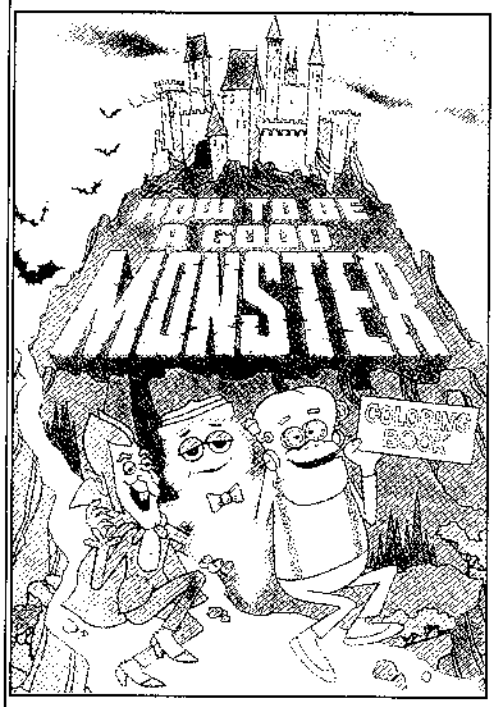
1970's Cardboard Spinning Head & hat toys RARE, known only in a few collections, Frankenberry, Boo-Berry, Chocula, Fruit Brute $35-$50

1970's Flat Stampers - Frankenberry, Boo-Berry, Chocula, Fruit Brute $15-$25

1970's Weather Indicator - Boo-Berry $5-$8 Large amount recently surfaced

1970's/1980's Bike Wheel Clickers -Boo-Berry $20-$30

1970's/1980's Rub-Off Stickers - All 3, like Presto Magix $25-$35



Big G Monster Coloring Book

1982 Directors Chair Game Cards - Frankenberry, Boo-Berry, Chocula $10 - Either the chocula or Boo-Berry is a winning game piece and if it even exists anymore would be many times the value of the others.

1984 Watch n Play Game Cards - Same situation as above, except the winner is either Frankenberry or Boo-Berry - $10.00

1987 Spooky Shape Makers - Only Fruity Yummy Mummy In-pack - Frankenberry, Chocula, Yummy Mummy - $12-$18

1980's Scratch n Sniff Stickers - Frankenberry, Boo-Berry, Chocula, $12-$15

1995/96 Count Chocula 3D Glasses $3.00

BOXES

"Big Face" 1971 - about 1975, Smaller Size 8 oz. boxes - EXTREMELY RARE - Frankenberry,Chocula or Boo-Berry-generic offer - $200-$300 - with monster premium offer, $250-$500

"Big Face" 12 oz Boxes, approx. 1975-1977/78 - Frankenberry, Chocula Star Wars, or generic - $125-$150; Boo-Berry Star Wars or generic - $150-$175; with Monster Cereal premium offer $175-$350

Fruit Brute generic offer - $275-$375

Fruit Brute w/ Monster cereal offer - $300-$500

"Holding Spoon" style approx. 1978/79 - EXTREMELY RARE, Frankenberry, Chocula $125-$175; Boo-Berry, $150-$225

"Pouring Milk" Style, 1979-1985 - Frankenberry, Chocula, $75-$100; Boo-Berry $100-$125 - Slightly Higher for Monster Premium Offer Boxes

"Arms Up" Style, approx 1985-1988 Frankenberry, Chocula, Boo-Berry, $30-$45; Fruity Yummy Mummy, $40-$50 - Slightly Higher for monster premium offer boxes

Universal Monsters Boxes, 1987
Chocula/Lugosi with Star of David, $25-$35;
Chocula / Lugosi without Star $35-$45;
Frankenberry / Karloff $35-$45

"Arms Out" Style, approx. 1989-1994
Frankenberry, Chocula, Boo-Berry, $10-$15
Fruity Yummy Mummy, $30-$40

Flicker Eye Boxes, 1989
Count Chocula - $20.00
Chocula w/ Bat Front $20-$25
Frankenberry $25.00
Boo-Berry $25-$30

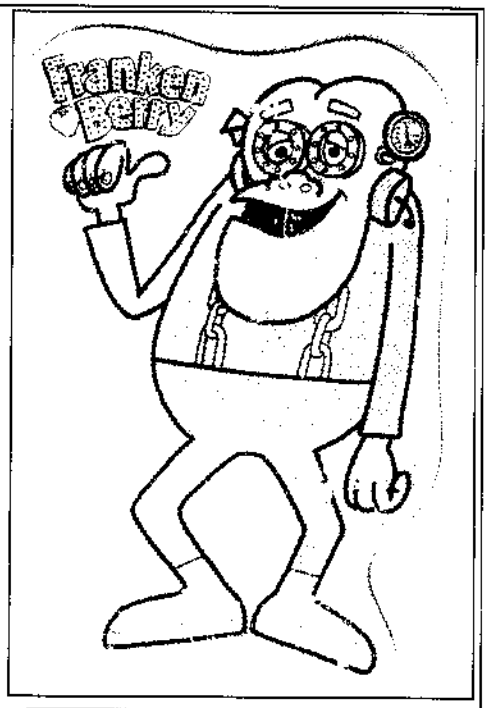
Contemporary boxes can be found for $5-$15. More sought after boxes include Chocula Glow in the Dark, Chocula Spider Foil & Chocula Wolf Foil.

Box Back Cut-Outs
Mechanical finger puppets $75+
Boo-Berry hanging mobile $75+
Frankenberry & Chocula Masks $25-$35

SEND AWAYS & STORE BOUGHT

1971 Coloring Posters - RARE! Frankenberry $175-$200; Count Chocula $175-$200

1972 Bath Mits - Chocula & Frankenberry $30-$40



Frankenberry Big Magnet

1974 Monster Mixer - Features Frankenberry, Boo-Berry & Chocula $80-$100

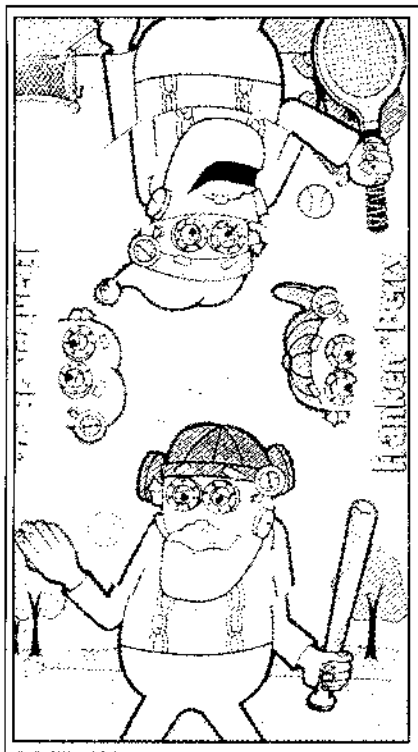
1975 Bike Flag Pictures Boo-Berry, Frankenberry & Chocula $25-$40

1975 Fruit Brute Magic Puzzle - RARE, 1st Fruit Brute Send away $35-$50

1978 Bath Set - Includes figural soap of the 3 monsters, $40-$65

1979 Beach Bag - pictures Chocula, Frankenberry & Boo-Berry $40-$50

Fruit Brute Sticker



Frankenberry Revolving Head Card

1979/1980 Vinyl Dolls - These too are involved in heavy interest on the general level. Prices have been going crazy lately, so pricing is difficult. Loose Boo-Berry, Count Chocula, Fruit Brute $100-$125; Loose Frankenberry $125-$150;Boxed Dolls, $225-$300

1970's Beach Towels (1973?) - Chocula & Frankenberry, $50-$75; Chocula, Frankenberry & Boo-Berry at the beach $40-$60; Boo-Berry, $30-$75

1970's Frankenberry Pillow Doll - RARE, Only 1 known, $250+

1970's Monster Castle - RARE, Price is speculative, $250+

Fruit Brute Iron-On

1970's Coloring Book -How To Be A Good Monster $40-$60

1970's Costumes - Costumes & Full Face Plastic Masks of Boo-Berry, Chocula, Frankenberry & Fruit Brute, complete, $40-$65

1970's Paint Puppets - Boxed Set w/ all 3 & Other Big G, Kenner, $75

1982 Crayon Pouches - Booberry, Frankenberry, Chocula, $20-$35

1982 Watch - Digital W/ All 3 on face, canadian only? $35-$45

1983 Monster Catch Mits -Boo-Berry, Frankenberry, Chocula, $25-$35

1985 Stampos - Boo-Berry, Frankenberry, Chocula, Ghost, $8-$12

1987 T-Shirts - Frankenberry, Chocula, From Lugosi & Karloff boxes, $20-$25

1980's Magnets - Set of all 3 on Orange or Green card, MOC, $15-$25

1980's Pencil Bags - Chocula, Frankenberry, All 3 $20-$25

1980's School Sets - Bagged Set of School Supplies, MIP $20-$25

1980's Back Pack, Shows all 3, $35-$45

1980's Note Pads - All 3, Uncommon, $25-$40

1980's Pencil Sharpeners - Frankenberry, Chocula, Boo-Berry, $15-$20

1980's Card Games - Crazy Eights, Old Maid, Many Big G Chars., $15-$25

1980's Beach Chair - Pictures Many Big G Chars., $40-$50

1980's Coloring Book - With McGruff & Many Big G Chars., $25-$30

1980's Child Identification Kit - Tied in w/ coloring book??? $10-$20

1980's Folder & Book Cover - Shows Yummy Mummy & other 3, each $15-$25

1980's Poster & Crayons Set - Features Figural Crayons includes Yummy Mummy, $35-$50

1980's Sun Catcher - Count Chocula, Canadian, $20-$30

1980's Trick or Treat Bags - 2 Different, $5-$10

1980's Costumes - Cereal Box style, Chocula, Boo, Frankenberry, $40-$50

1992 Chocula Plush, RARE, Canadian Only, $150+

1992 Recipe Book - Shows Many Big G Chars., $5-$10

MISCELLANY

1973 Monster Times - Negative 1 Pg. article on Monster Cereal, $5-$7

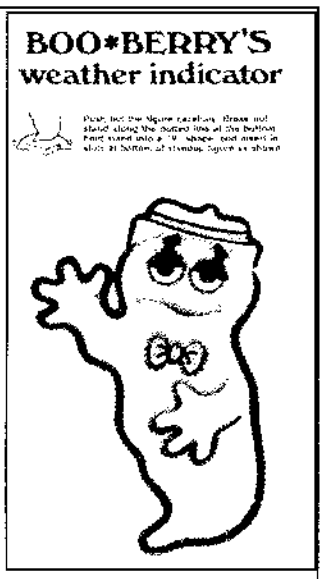
1970's Woman's Day Magazine - Contains iron-on $25-$50

COUPONS

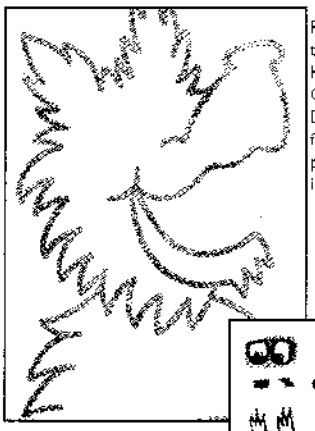
1st Style $5-$8; Pouring Milk $4-$6; Arms Up $3-$5

Animation Cels

Single Chocula or Frankenberry $90-$110
Double Chocula & Frankenberry $100-$125
Single Boo-Berry $115-$135
Double Boo-Berry & either $125-$140
All 3 on one set up $135-$150



Many factors contribute to value such as large images, and pictures of the cereal boxes on the ce.. Good Action and Characters with open eyes always bring more than ones without. Do Fruit Brute cels exist? I have never seen an original production background with any cel. FIN.



PS. Special thanks to Guy Himber, Dan Goodsell and Duane Dimock for some of the photos that were in this article!

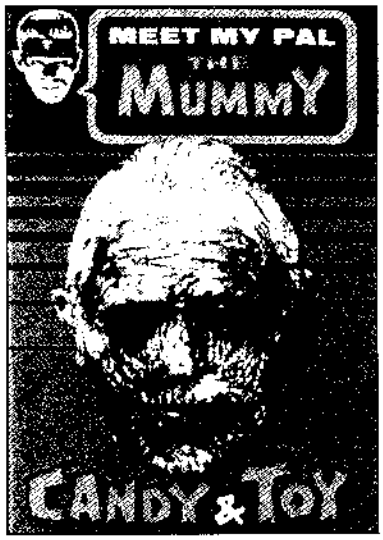
Stickers to make a Fruity Face!

Art by Matt Kirscht!

Monster Premiums, Packages & Displays

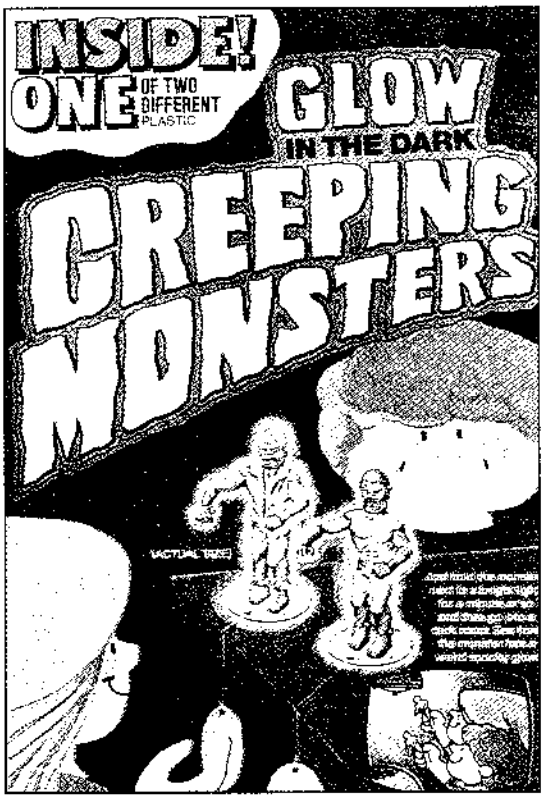
Photo Spread from the Collection of Dan Goodsell & Steve Roden

Strictly Fun Candy Boxes - 1960's

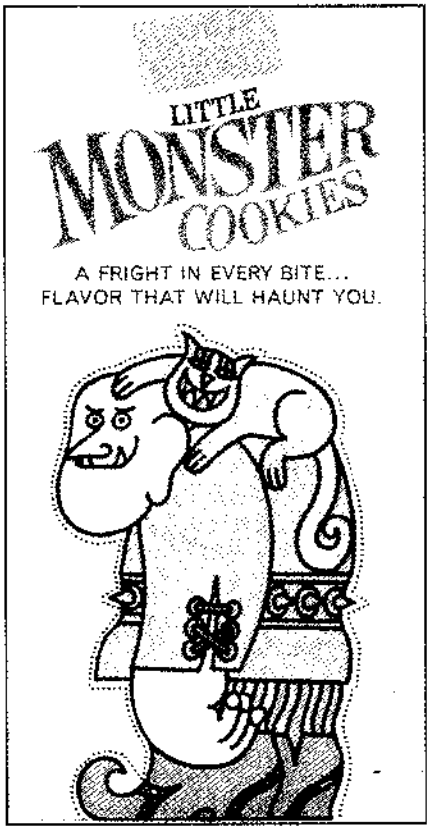


The Mummy Candy Box - 1971

Groovie Goolies Candy Box - 1971



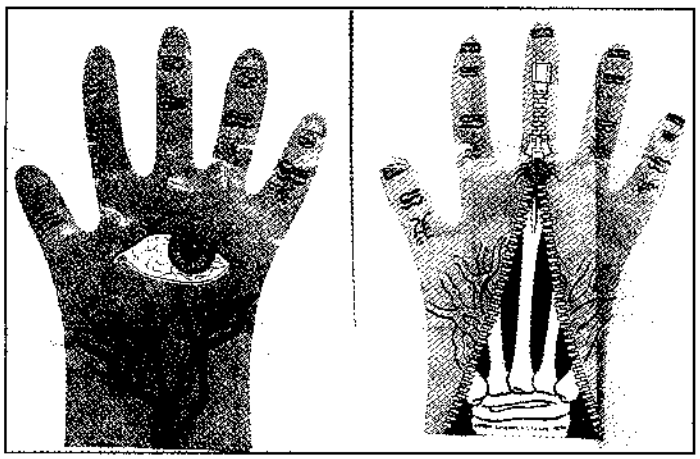
Honeycomb Cereal Box with Creeping Monsters - 1070's



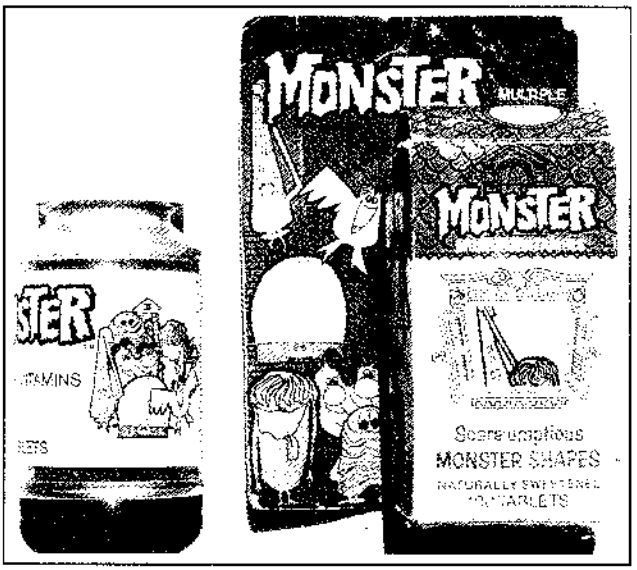
Little Monster Cookies Box - 1964

Monster Premiums, Packages & Displays

Photo Spread from the Collection of Dan Goodsell & Steve Roden

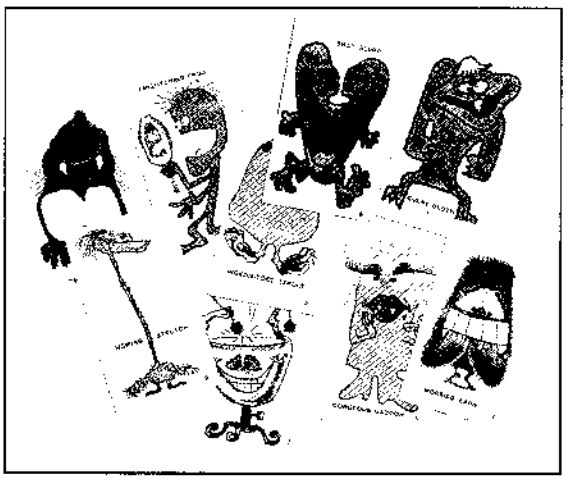


Monster Hands from Honeycomb Cereal - 1970's

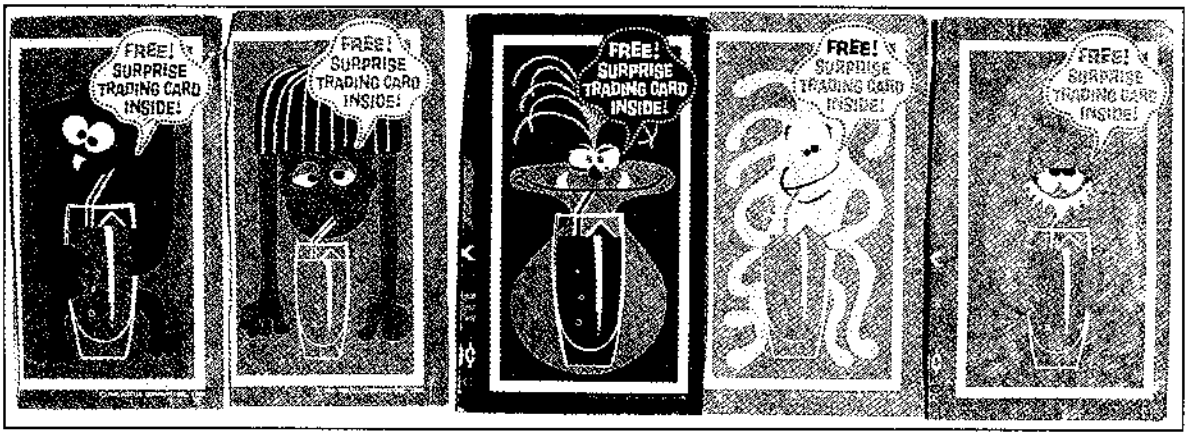


Monster Vitamins - 1970's

Monster Vitamins Premium Record - 1970's



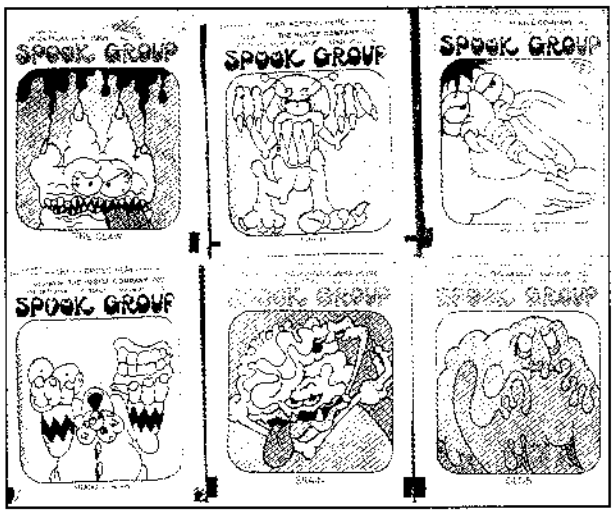
Nestle's Chiller Cards - 1960's



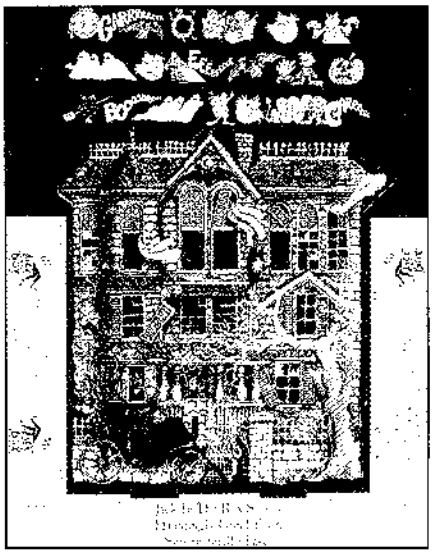
Nestle's Chiller Packs (incomplete) - 1960's

Monster Premiums, Packages & Displays

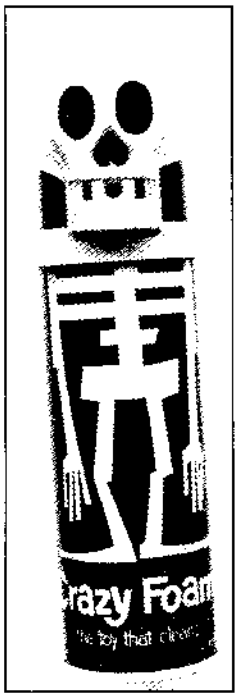
Photo Spread from the Collection of Dan Goodsell & Steve Roden



Nestle's Quik Packs with Spook Group Backs - 1970's



Jack in the Box Punch Out Haunted House - 1971



Skeleton Crazy Foam - 1960's

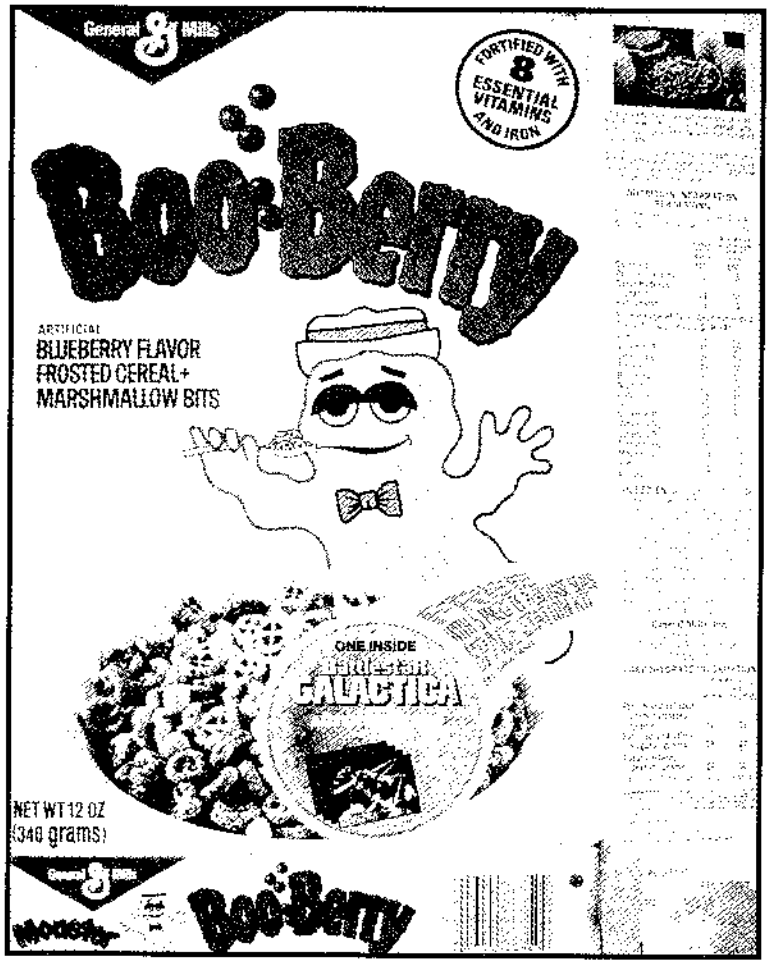
Monster Hum-Dinger Shake Store Poster - 1960's

Handi-Wrap Pumpkin Man Store Display - 1960's

Cereal Collector or Stone Age Hunter-Gatherer?

By Kevin Meisner

Who says we live in the Information/Industrial Age and that the Ancient Hunter-Gatherers no longer prowl the earth? Consider this tale before you jump to such conclusions!



I had the morning off work - it started as simple as that. You know me, there's always a risk when you give me some time to think! Anyway, so my Booberry Battlestar Galactica box had arrived and was being held at the local post office. I had to be there at 8:30 a.m., 'cause the Maytag repairman (you know, the guy who's so lonely? Just try to schedule an appointment!) was coming at 9:00 a.m. to fix the dishwasher. So I get to the post office at 8:30 sharp and there's a LINE! So I waited. Finally it's my turn and the clerk wants an I.D. (no shower yet!) - I hand it over and she wants verification of my new address (the license still has the "92B" address on it!). So I give her that and she says "O.K., I'll be right back." One or two minutes go by and I see her in the back looking around and I'm thinking "Great these #@%$ers sent my #@%$ing cereal box back even though I called and told them it would take me a few days to pick it up" when finally she brings it out. "Have a great day!" she quips as I'm already out the door.

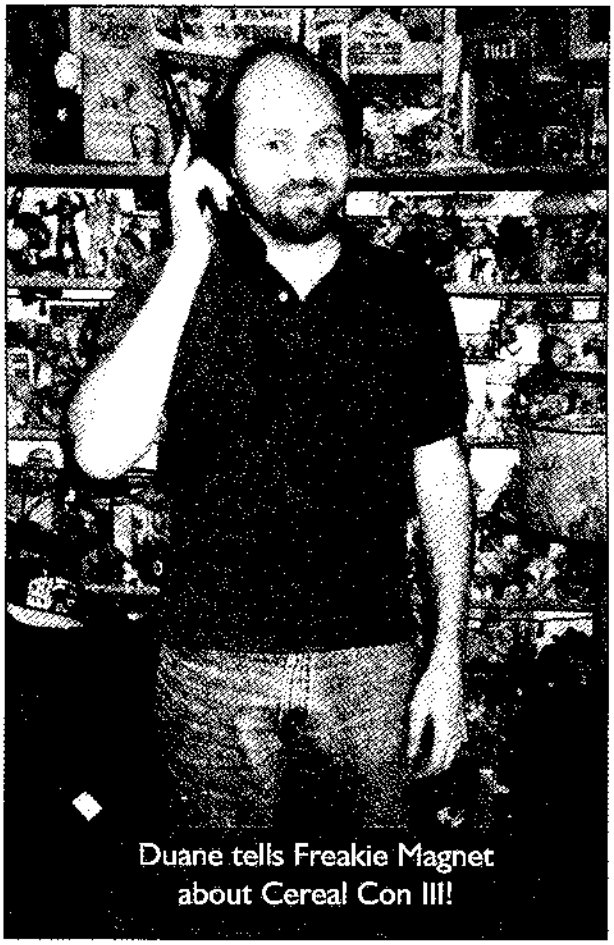
So I'm out in my truck and in no time WOW THIS BOX RULES!! It's the most awesome and rare Booberry box from 1978 featuring Battlestar Galactica Adventure Cards and more Battlestar Galactica on the back PLUS it's the old style Booberry holding a little spoon overflowing with old-style cartoon version Booberry cereal! Sitting tall in my mud-encrusted, not-exactly-white Ford Explorer, and with great pride and satisfaction, I fire up the engine, set the Boo carefully to the side, and head for home. Upon arrival I head straight for "The Trophy Room" (you know the one my wife has sentenced me, my cereal stuff and computer to) to carefully seal Boo in a pristine Life Magazine bag and thumbtack him securely into place next to "Frankenberry Pouring Milk" (Star Trek Collector's Close Ups Inside!) and Freakies (Free Freakie Inside!).

Suddenly it dawns upon me - I am no mere cereal box collector - I am a hunter/gatherer akin to the Prehistoric Ancients! I have been tracking this box for months. I watched in horror as Dan Goodsell snatched it from Toy Shop for $70. Then, several weeks later, news arrived that Dan had traded it to Matt Kirscht for $150. A month later I caught wind that Matt had placed the box in an internet auction! I called but Matt had changed his mind. There were no bids, but Gentleman-Hunter that I am, I withheld. Then, weeks later Matt called and offered the box to me! "BOOOOOOM" I fired my money cannon and bagged the Boo box for (I'll never tell)!

So there it is, folks, yet another explanation as to why we voraciously hunt and gather cereal boxes! No, I have no Elk head on my wall or Bear skin on my floor (only Aurora Prehistoric Scenes!). Nonetheless, I am a twentieth century hunter-gatherer!

CEREAL CON III by Duane

Ohhh - ahhhhh Cereal Con III, swung into Chicago, IL on Friday, April 25, 1997 at the convention in Quake. Once again, Dave the "Gutterman" supplied the room, hospitality and warm feeling of a hometown cereal isle. The store was filled with cereal boxes and prizes, wall to wall and ceiling to ceiling.



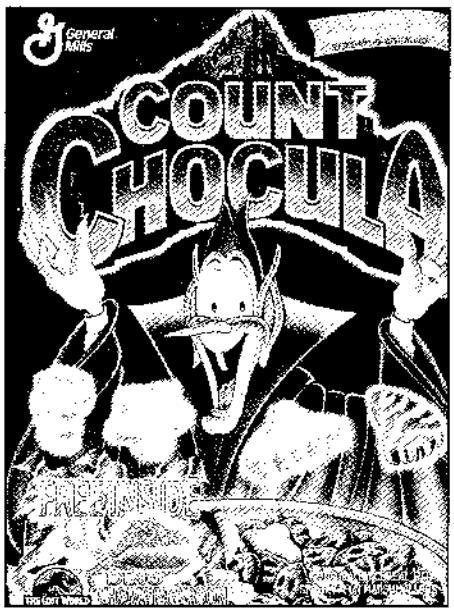
Duane tells Freakie Magnet about Cereal Con III!

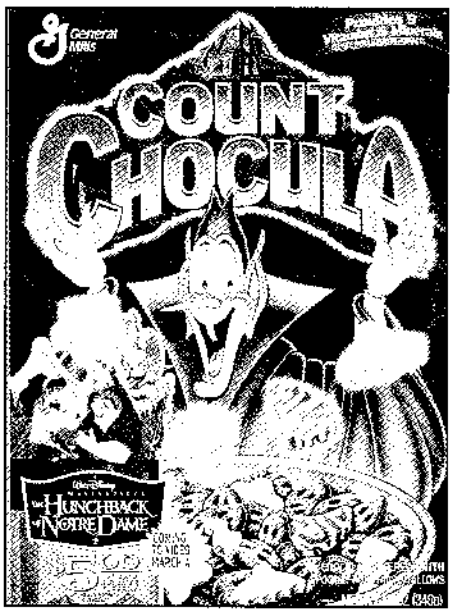
Thousands of words were spoken throughout the con. Words like "cereal", "premiums", "boxes", "greedy", "repros", "fake" and "hello my name is not", "yeah, I've got that" and "I need that" were released into the room and floated from ear to ear with no ill affects.

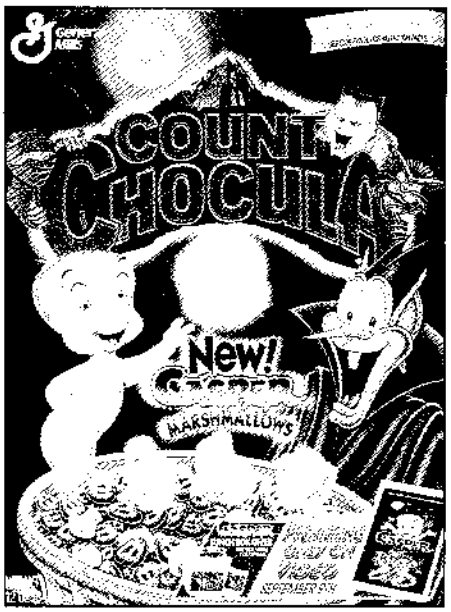
Hey man, I can't remember all the stuff that was there, but some stuff went, like a Frosty-Os Dudley Do-Right, So-Hi Rice Krinkles, Pink Panther Flakes, Crispy Critters stuffed toy offer box, Sugar Jets with Space Flight by Willy Ley, a Lone Ranger box. I may not remember to name everyone that was there, as I had forgotten my Press Pass Credentials and.... I might even remember people that weren't there. Attendees as follows: Joel Rasmussen, Jon Anderson, Susan Mendolia, Dan Goodsell, Steve Roden. Sue Wheelis, David Katz, Scott Bruce, Dave Gutterman (manned the store) Ken Thomson, Ralph Stout, John Devlin, Andy Caro, Jeff Nock, Justin Fate and more or less....oh yeah I was there in some form.

And another Cereal Con III attendee award was given, this time a Quisp Magnet. They were numbered up to #30 and came in Purple, Green and Red. All in all a fun gathering, not as good as the Quickening, but damn close.

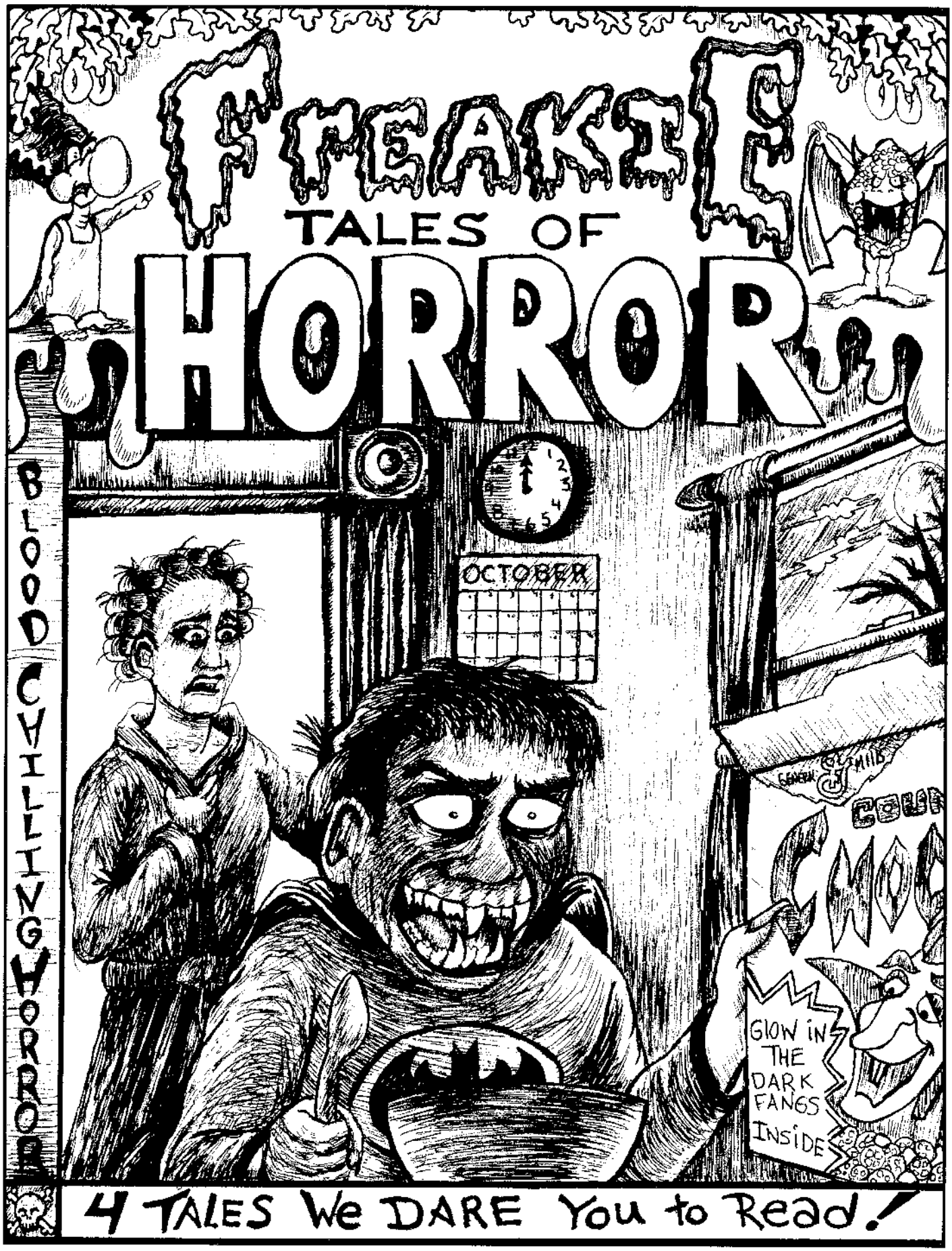
See you there next year!







Three New Chocula Boxes from General Mills!


FREAKIE
TALES OF
HORROR
BLOOD CHILLING HORROR
OCTOBER
GLOW IN THE DARK FANGS INSIDE
4 TALES We DARE You to Read!

Hello kiddies! this is Count Chocula and I'm ready to pour you a sour putrid bowl of terror. It's a fun little tale about an eight year old boy named Kevin whose mean mom wouldn't let him trick or treat on Halloween Night. So grab your spoons and pull the covers up close and dig into this story I call.....

Fangs A Lot for the Cereal Prize!

The old house was finally quiet. The gleefull cries of trick or treaters had finally faded into the cold night.

It was almost midnight when Kevin finally crept from his bed to his door. He checked the hall to see if his mom was still awake. Not seeing a light on he grabbed his cape and quietly headed for the staircase.

Kevin was punished earlier by his extremely strict mother. He was sent to bed early for buying a box of cereal that had a very special prize inside. Now that she was asleep he could now go and get it.

Yes, he needed the special glow in the dark fangs for his costume. Against his mom's orders he went to the store.

Kevin hated the store, it was old and spooky! the owner was a strange hermit of a man who smelled of damp earth. The look in his eyes scared Kevin when he went to the counter to buy the box.

The warning never came to mind when Kevin entered the kitchen From the cupboard he retrieved the box, opened it and dug to the bottom. Once he found them he quickly opened the wrapper and shoved the fangs into his mouth.

The clock chimed midnight, suddenly Kevin's head began to spin and his stomach began to burn. His brain pulsed in his scull as he began to change.

It was 12:20 when Kevin's father got home.

He was very tired when he made his way up the stairs. It was dark except for a faint light on the other side of his bedroom door.

He entered the room and flicked on the light. His eyes widened with horror at what he saw. His wife lay in the bed, her skin was white as a sheet. Crouched over her wearing his cape was Kevin his eyes red as fire and blood trickled from his mouth. An evil grin stretched over the plastic fangs that now, were real!

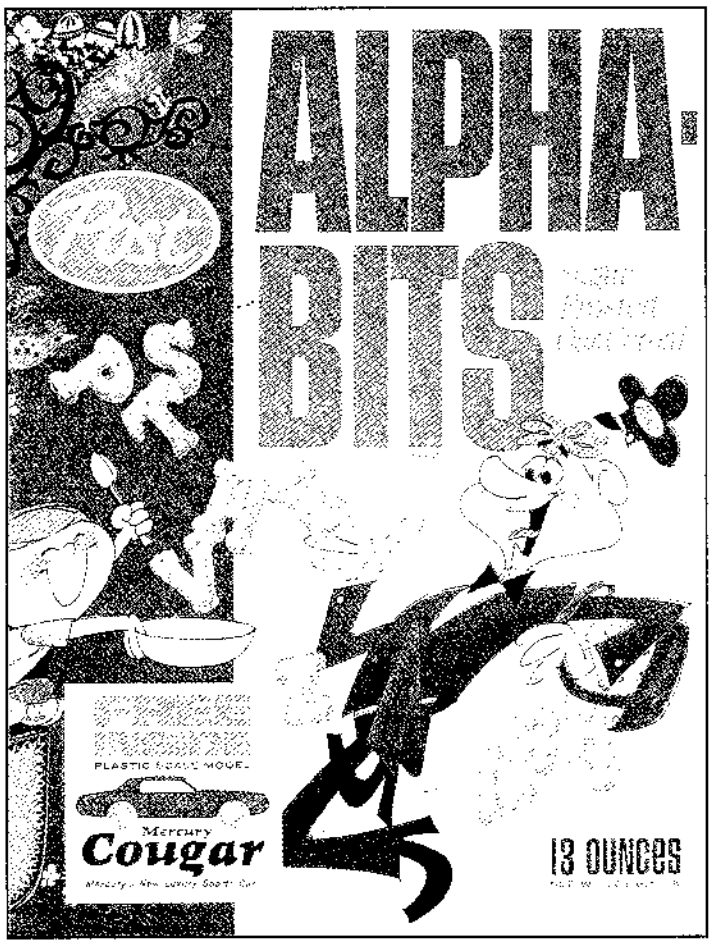
Well kids that's it! Kevin sure got a suprise from his prize. If you want some fangs for yourself I know were the store is located. No? Oh Well, until next time kiddies, bye!

Hello, I'm Frankenberry and I'm ready to tell you a frightful tale. It's a sad story of one mans insane scheme to ensure a lifetime of wealth and happiness for him and his only son. So read on and find out to what lengths he'd go to in this story I call.....SNAP CRACKLE PLOP!
ON
John lifted the last Crispy Treat from the pan and laid it on the plate with the rest. He then picked the plate up and inhaled the sweat aroma of the fresh treats
mmm... yummy! She'll Never Know I put the sleeping pills in these!
Yes! There was enough ground up sleeping pills in these treats to kill a horse or at least a rich wife.
These tainted treats were for his wife Amy, rich Amy! John had married her not for love but for her huge fortune.
I'm So GLAD you love me and not my money!
You Stupid fool! If only you Knew the truth!
The truth was that John thought up this plan to give his son a better life. He did not want David to grow up poor like he had. However John didn't want anyone else in there lives so John knew what he must do. Marry someone rich and then do away with them! Naive Amy was perfect for his foul, evil plan!
John sat the plate down on the table and let out a wide yawn. He stood up and stretched then rubbed his tired eyes.
Guess I'll LAY Down, She won't be home for An Hour
John lay down on the sofa and closed his eyes. He was soon asleep and began to dream of his clever plot and how he would make it look like a suicide by an overdose of sleeping pills.
well She's an insomniac. All I have to do is figure A WAY For her to eat the whole bottle. But How?
Then it came to him, Crispy treats was her favorite thing to snack on. Simply grind up the pills and put them in the treats. Now all he had to do was to come up with a reason why she would want to kill herself.
I'll feed her depressants for A year Everyone will think She did it out of severe depression! Even her psychiatrist won't figure it out!
ONE ONLY
John then secretly fed her the downers for one year. Amy was never happy, she would just mope and cry all day.
OH! (SOB) Why do I Always feel this WAY?
I'm Sorry! I Made YOUR favorite drink For You.
Suddenly a noise woke John up. He wiped the sleep from his eyes then looked at his watch. He had been asleep for three hours.
Honey Is That You? I made you Something in the Kitchen.
Those treats? weren't they for Davids boy Scout meeting tonight
John sprang from the couch. A horrible feeling sank down into his stomach as he grabbed Amy.
David took them to his Meeting!?
Well yes I thought you made them for Him. Whats wrong?
John went pale, he couldn't believe he had just killed his son! Not to mention the entire boy scout troop! He asked Amy to go get him a drink. While she was in the other room he took his revolver from the desk.
BAM
That night after the paramedics and police left. Amy sat crying with her psychiatrist.
OH Doctor (SOB) I feel so Responsible!
Its Not your Fault. what you need is Sleep!
Amy took another Kleenex from the box and wiped a tear from her eye.
O.K. I'll take one of my Sleeping pills
No take this Those Others were just Placebos
Amy puzzled, looked up at the doctor. She didn't notice David come through the front door.
PLACEBOS?
Yes, Sugar Pills. I WAS Affraid you were getting over medicated So I Perscriped them!
Yep! Sugar tablets. To bad John didn't know that. He might have saved himself quite a headache! Are you ready for some more? Just turn the page if you dare because Hamhose is waiting for you! Bye!

Aw gee! That wasn't a very scary story. I have a story that will give you bad dreams! It's about a conniving ad agent who wanted to be top dog so bad that she would stop at nothing short of...?? Oh well, read on in this story I call.....
She's So Sweet
Jackie stumbled through the Rostan cereal factory drinking down the last of the champagne. She was celebrating her big promotion to full partnership at the largest advertising agency in New York.
HA HA! Only TWO YEARS TO The TOP! Here's To All The Suckers, who made It All Possible! (hic)
You see Jackie didn't get to the top by hard work and dedication. She schemed her way up by double crossing people and stealing their ideas.
Brilliant Proposal! It Landed us a multi million dollar deal! I'm going to fire Johnson. you'll be the new head Art Director!
Thank You Sir!
That dirty #S%@!! stole my idea and got me fired and I can't prove it! I'm finished in this business! I (sob) can't go on any more...I...can't...
Sir? I....
EEEEEE!!
BAM
To bad about Johnson! I Can't believe he did it. His poor wife and Kids they must be so upSET...
Will you Shut up and get that desk cleaned out! I want to move in and get to Work Stupid!
She was almost to the top of the corporate ladder. There was only only one rung left by the name of Patrick McCauley.
Yes darling, a full Partner! I'll Know when I get back from my business Trip on Tuesday!
Partner?
Oh Yeah? Thats what he thinks. I'll get into his files and finish the work and pitch the deal on Monday before he gets back.
So Jackie got into Pat's Computer and worked all weekend to finish the big cereal proposal for Roston foods. Then on Monday came the pitch for the new cereal. The client was so very impressed he signed an exclusive deal for the agency and Jackie to do the advertising for their entire line of breakfast cereals.
Jackie was a full partner now. She was so happy she didn't notice Pat standing there. Or that he knew of her treachery.
PAT?!
Yes Jackie! Nice idea you had, to bad it's Your LAST!!!
No! Put down the GUN!
Jackie lunged at Pat and the Gun. in the struggle a shot rang out. Pat fell, blood began to soak his shirt. Before he died Pat could hear Jackie's malevolent voice.
Sucker! Now I'll dump your body in the river. Just Another Suicide by a Complete failure! HA HA HA!
Jackie was alone in the factory. The automated system was about to activate and produce the new cereal, Jackie wanted to be there to watch. Suddenly a fowl odor of rot burned her nostrils. She turned around, her eyes widened with fear. Jackie choked back the urge to retch, her eyes watered. Standing there was rotting corpse of.
OH MY GOD! PAT!
The thing clasped its stinking dead hands around her neck. Jackie gasped for air as blood pounded in her head.
The life left Jackies body as the thing picked her up. Suddenly the machine came to life as he threw her in, churning, ripping, grinding her into the new cereal.
After being baked and boxed up samples were sent to the firm. The cereal was poured into bowls and passed out so everyone could taste the new cereal.
J.B. This is Great! I wonder where Jackie Is?
Yes, I want to thank her for the great idea. I like her She's So Sweet!
Yes she is sweet! And she's very crunchy !! I bet they called the new cereal Jackie O's Hee Hee! Well that's my scary story, now its Boo-Berries turn to tell you a real fun ghost story so happy nightmares kids, Bye

Boo kids! Guess it's my turn. I'll finish this up with a creepy tale of apparitional suspense! This shadowy story is a haunting tale of a supernatural ghastly ghost. So strain your bloodshot 20/20's one last time for this hair raiser I call...
SPECTER DETECTOR
The boys ran happily into the quiet street. Their cries of joy cut through the cold autumn morning.
I GOT ONE! I GOT ONE!
me too! what color Did you get?
Duane and Todd met in the street. They couldn't wait to show each other the cool Ghost Detector they had gotten out of a box of Boo-Berry cereal.
Blue!
Aw Gee! I GOT Yellow
The "Ghost Detector" is a clever premium used for the detection of restless spirits that roam the places that were special to them in life.
Boo Berry
The kids formulated a plan to sneak out that night for a late rendezvous at Eberhart Manor. They knew it was a death house haunted by the spirit of James Bramm a notorious murderer.
So, we'll meet At midnight in Front of the House!
Well, It will be Scary but OK.
That night they met in front of the house. The boys were apprehensive about going in but neither wanted to be the first to chicken out!
we'll Just go to The top of the Stairs.
O.K.
Unkown to them they were spotted by a cop!
Those Darn kids! I'll sneak in and Scare those Guys From ever going in to that dangerous House ever Again!
Inside Duane and Todd pulled out the detectors and waited. They didn't see the cop peering at them from the room at the end of the hallway.
Nothing happened at first. They stood silently using the flashlight to investigate every noise and creak they heard, suddenly!
Hey! It's Spinning
Mine too! It's Pointing At the end of the HALLWAY!
Then it was there! It made no sound as it appeared through the wall. It turned to look at them. The boys stood frozen in fear.
It seemed to sit there Forever. suddenly it darted through the door. The silence was cut by a gut wrenching scream!!!
EEYYAAH
Crying the boys ran in horror from the house. The terrible screams continued to pierce their ears as they ran down the street.
EEEYAAH!
The boys summoned their families and police. As a group they entered the house and went upstairs. They burst into the room, one mother fainted there were gasps of horror from the others. In the corner lay Officer Corbett, dead. His eyes bulging from their sockets, mouth locked in a scream, his skin deathly white.
You see kids thirty years ago Officer Corbett shot and killed James Bramm inside the house as he tried to escape the law. WOOO!! Spooky Huh! Well that's all gang this is were I end it all! Oh, I mean to say it's the end of our stories. So take it easy gang! Goodbye!

Interview: Mike Paquin - "That Toy Guy"



Post Alpha-Bits 1960's with F&F Cougar Inside!

Freakie Magnet: Hey Mike, thanks for agreeing to this interview. Interviews are the most fun for me and I understand you scored a really great find and have some interesting information for our readers.

Mike: Yeah Kev, no problem, I'm happy to contribute the following information to the cause.

FM: OK, well how about some preliminary info first. How'd you get started dealing toys?

MP: That's not an easy question. I guess it started out as part hobby, part extra income, a couple parts of something else... and it took on a life of it's own.

FM: Were you a collector at one time and then...

Mike: Yeah, as a kid I collected pinback buttons, comics, stamps, then nothing through the teen years, and then I got back into collecting about the same time I got into selling junk at the local flea market. I also got back into comics. I went to this comic shop once and they had old toys for sale there at $10 or so. I noticed at the flea market that I could get the same toys for a quarter or fifty cents so the light bulb went off. I started picking up toys and I was selling junk and toys but I wasn't doing as good on the toys as the junk. I liked the toys a lot more than the junk. At first I was selling 90% junk then I started having more toys like Star Wars, movie memorabilia and megos but I wasn't making any money on these items at the flea market. Then I found out about toy shop, started setting up at toy shows, and started selling toys for the prices I knew they could sell for.

FM: Cool - so how long have you been doing it?

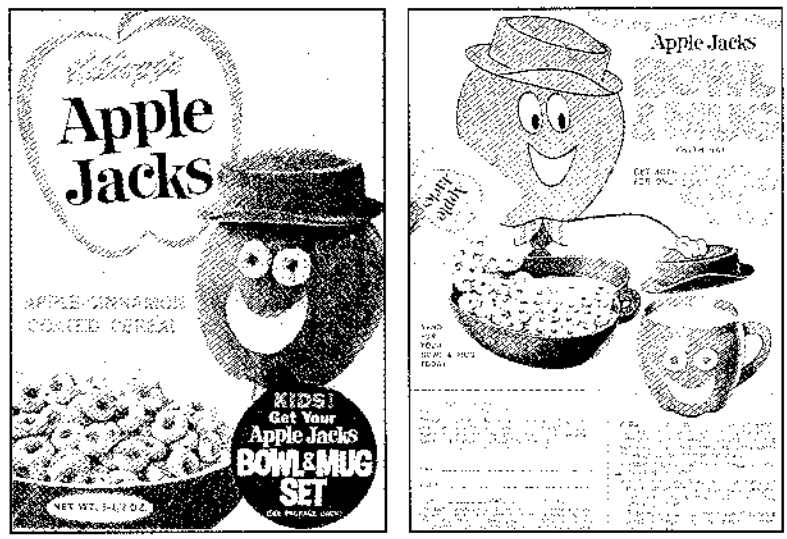
MP: Probably 8 or 9 years.

FM: So when did you get into cereal stuff?

MP: Well, at the beginning of my toy dealing I probably was covering more bases than I should have. I was dabbling in things I had no clue about. I was doing advertising stuff, PEZ, superheroes and cereal from the beginning but did not know a lot about any of it. As time went on I got tired of action figures and started taking a strong turn toward advertising - of which cereal is obviously a big chunk. And I've been doing it ever since.

FM: Well, we're here to talk about your big recent F&F cereal score. But first, what's F&F?

MP: F&F was a company in Ohio that was owned by two german immigrant brothers. The company made molds and dies, obviously to mold different things. In the late 40's/early 50's, a son of one of the brothers graduated with a fine arts degree and joined the company. He steered the company towards plastic, primarily towards mold injected plastic - bicycle reflectors, knobs, etc. But also from the beginning he started doing premiums. This man ultimately met a representative from Quaker at trade show in Chicago. During this meeting he sketched on a napkin the first premium they would produce - I believe it was the Aunt Jemima syrup



Apple Jacks 6.5 oz. with F&F Mug & Bowl Offer, 1965

pitcher. This was the start of a long relationship between F&F and Quaker. F&F did a lot of premiums for Quaker though the 1950's which got Quaker well known for its premium offers and helped F&F to build a product line of premiums including some of the first cereal in packs. These were mostly self-liquidating premiums - the customer had to send in a box top and some money to get the premium. The early stuff F&F did with Quaker that was really well received were the Mr. Quaker mug and Roy Rodgers mug. As the 1950's proceeded F&F produced plastic cars and boats. But the real heyday of F&F stuff was the 1960's and 70's. In 60's the company did so much good, classic stuff - premiums people love and are currently looking for including premiums of Woody Woodpecker, Tony the Tiger, and of course the Funny Face mugs and walkers.

FM: Many of the items produced were pictured on the cereal boxes you got in your deal, many of which are pictured here in Freakie Magnet.

MP: The coolest thing about those cereal boxes and the other stuff that came from that collection is where the items came from and the condition they were in - all of this stuff came from the owner of F&F, stuff from his personal archives, and most of it can be considered to be in mint condition.

FM: So how did you get the stuff?

MP: There was a collector from the midwest who specialized in F&F memorabilia for about 12 years. He got friendly with the founder and his family when the founder was still alive. He was lucky enough to meet the original guy, who said "Here, you can have this stuff!" After the founder passed away, his wife made a bunch more stuff available to this collector. He was in the right place at the right time.

Several years later this collector packed the stuff away as he was not actively collecting anymore. Then he hit some financial straights, needed dough and walked the stuff into a store in the midwest. The storeowner, who knew me, said to the guy "Well, here's the phone number of a guy, this stuff is right up his alley." So I got the call. The guy did not have a concise listing since the stuff had been packed away for a few years. He didn't put a great value on the paperwork and cereal boxes, so he gave me a list of all the plastic premiums and a cursory overview of "Yeah there's a bunch of cereal boxes and paperwork." I had to decide with very little time. Do I roll the dice and take this stuff? I decided to buy the collection sight unseen rather than chance losing a potentially great find.

Rice Krispies Box with F&F Banana Splits Breakfast Set Offer, 1969

Rice Krispies with F&F Woody Mug & Bowl Offer, 1963

FM: Wanna reveal how much you paid?

MP: It was in the multiple thousands of dollars.

FM: So what's the true value?

MP: It is difficult to value the collection because so much of the stuff is one of a kind and the value of the info - both in the stuff and derived from the stuff - far exceeds the value of the premiums. I think the information - the dates, the timeline, seeing the stuff - is more important than the stuff itself. The information helps put the pieces of the puzzle together. Only one person will get each item but the information will live on with collectors and help fill in pieces of the picture. I guess the bottom line is I do this for a business and am excited about the money but I'm just as excited about

Frosted Flakes with F&F Woody Swimmer, 1960's

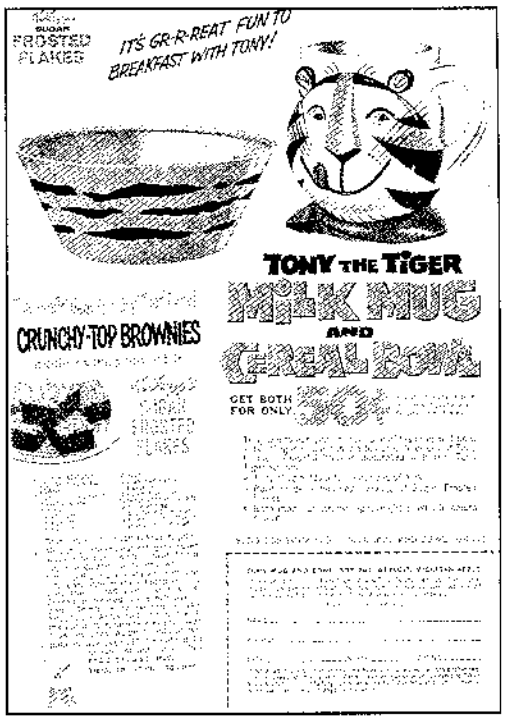
the pieces and the information. When I was going through the boxes it was just freaking me out (p.s. all cereal boxes pictured in the article are up for sale!).

FM: So what were some of the premiums you got?

MP: Well, I got a lot of the 50's cereal bowls and cups. Once people found out, I had real hot action on the mint Apple Jacks head cup, bowl and hat. While the mug is easy to find it is not dead mint like mine was. The bowl is tougher to find and the hat is almost impossible. I got a lot of the 50's cars in a variety of colors. I also got a lot of non-cereal stuff that was cool, the crown jewel of which was original Funny Face art work. In my opinion Funny Face is a crucially important piece of Americana. Funny Face is so well loved, has been in the Smithsonian, and here I've got original concept drawings, hand drawn and painted as proposed to Burnett in '69. Written on the art is a message to the Burnett agency: "This is what I propose..." Everything he did he made notations and dates, that's the cool part. He submitted these drawings for the #5 and #6 mugs for funny face, "this is what they should look like" - colors, size, painted, cut a swatch to color match, came back for approval. They are Loud Mouth Punch and Jolly Olly Orange - these are also up for sale.

FM: Anything else notable?

MP: There was also Pillsbury Dough Boy stuff - I got one of the original signs that hung in the store telling you to send-away for a doughboy that popped out of the dough on your counter top - I also got the premium. I don't think anybody knew the sign existed. They probably sent the guy a sign and he dropped it in his files. There it sat for almost 30 years. I also got great black and white photos from the 50's and 60's. Some were done for promotion of the premiums used in advertisements and some of the photos are of the factory used in the F&F literature or used in Quaker newsletters - "these are the premiums we're doing and the modern factories in which we make them." I also got photos of the trade shows where they set up to show their work and give out samples. All in all there were over 300 pieces including the premiums, forms, cereal boxes, advertising pieces and photos. Less than 10 percent of collection has been sold.

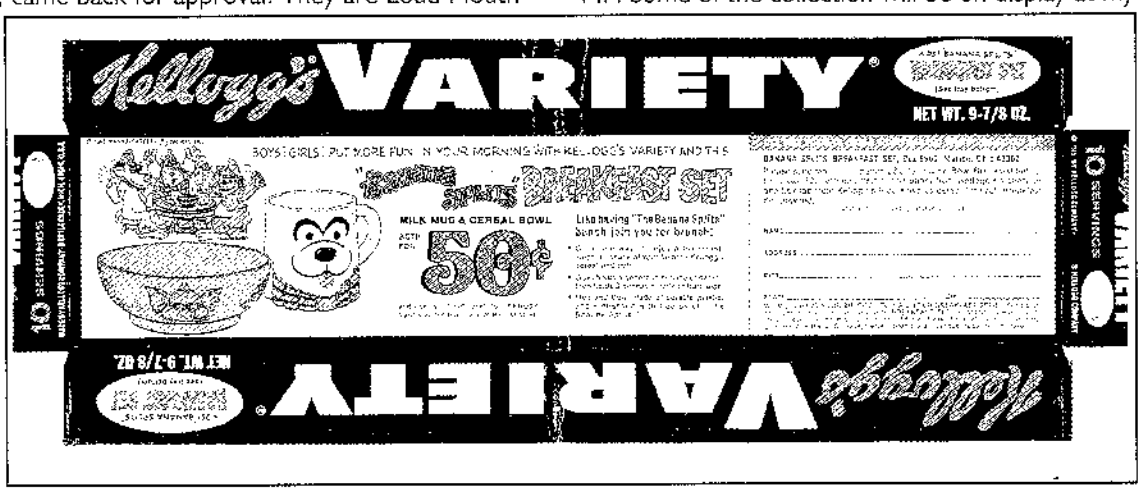


Frosted Flakes with F&F Tony Mug & Bowl Offer, 1960's

FM: Wow Mike, this is really a significant find. Thanks so much for sharing the information with Freakie Magnet! Any last words?

MP: Some of the collection will be on display at my booth in Atlantic City. Stop by and check it out!

FM: Will do! Thanks again!



Kellogg's Variety Pack box with F&F Banana Splits Breakfast Set Offer, 1969

PEZ, POWER PEZ and ME! by Yael Grauer

I don't know how I could survive without my PEZ. Thanks to Kevin, I got addicted. I try not to eat more than two small packs of twelve each day. But it's not really the taste of PEZ I enjoy most. It's the joy of coloring in the cute little PEZ clown pictures, the thrill of unwrapping each fun little rectangle, opening up Mr. Batman and individually placing every pellet of grape, orange, lemon or strawberry joy into the plastic tube. It's the snap of closing the dispenser and the suspense of pulling up the top and having the flavored candy a little closer to me, just waiting to be taken out. I don't think most people understand it.

As if that weren't enough, now there is a brand new, collectible Power PEZ Candy Dispenser! It is the first ever motorized dispenser, the "whirling, twirling dancing candy machine." It is available for only five dollars at your nearest candy store and it even comes with one replaceable AAA battery.

Will there ever be a PEZ Cereal? The closest we've seen is Donkey Kong Cereal box with PEZ offer!

This is how it works. There is a cool little pink door which you open to load the Pez in. You press the power button to advance the "turntables" and line them up with the slot opening. Then you load it up, advancing it as you go along. Once you are done loading, you can close the door, hit the power button and watch the PEZ spin around. Wheeeeee!!! Once the amusement is over, you can open the door, press the power button and it will spit the candy out at you. Then you eat it and start all over again! Guaranteed to provide your friends and family (well, maybe not your family) with hours of amusement!!!

Disclaimer: Only good for ages four and up! About the author: Yael Grauer is the author of a famous article from FM #3 (check it out!). To write her or send for a copy of her latest 'zine, send $3 to Yael Grauer, 26205 Seville Dr. #210, Beachwood, OH 44122.

WRITE OR SEND PHOTOS

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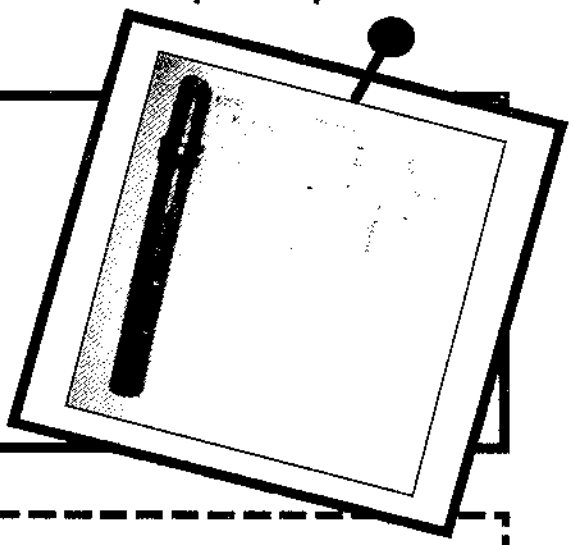
Okc, Ok 73113

Zonkers, We hope everyone's as surprised by these photos as much as we were...*Wow!* The wide variety of people sending them in created a cool diversity. Thank you, Readers! Do you think we should create, a theme ? Like "World-Wide" or "Wacky Vinyl Figures". Maybe "Sci-Fi" or "Superhero" ? **Your ideas & photos are always appreciated,** Remember, ***THIS IS YOUR MAGAZINE! Our readers are #1 in the world, Baby! Peace.***

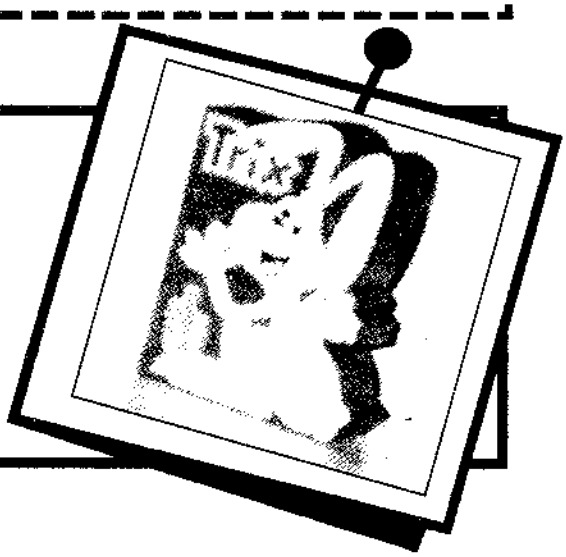
Oh Yeah, Good Luck On The Hunt!

By Tommy Brookshire



H.R.Puf n' stuf's Freddy the Flute : *Kellogg's* Mail-away Item, 1970. ***"HELP ME JIMMY!! Everybody wants me for their own collection!"*** Thank You, Mikal (CA), for sharing your cool photo.

TWINKLE'S CEREAL BOX : General Mills, 1964, Great graphics, and a very excellent find. This Box brings back a lot of memories. Thanks, Brad Wallace (OK), for the picture.

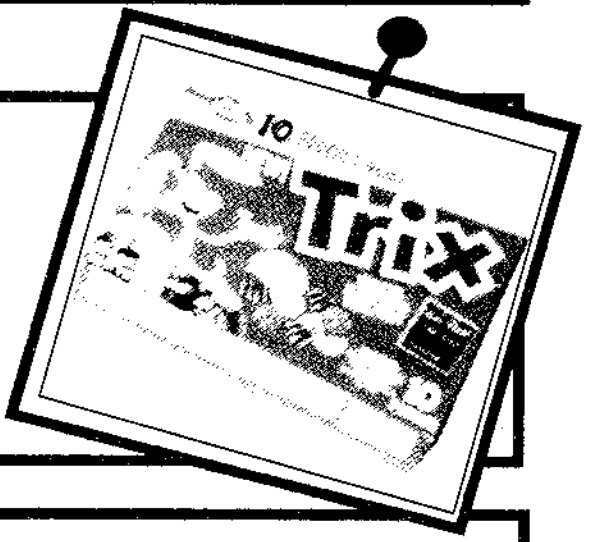


TRIX Rabbit Musical Bank : 1990, This was the first bank in the General Mills Bank series and was never released because of faulty design...the soundchip didn't work and created a choke hazard, ouch!

Sugar Puff's Cerealbox with Batman / Legends : 1994, This was exclusively from the U.K. and had an 8 card set (next issue) .

Tony the Tiger Postcard : Kellogg's, 1964, I found this in Texas but it was mailed to a little girl's mother who lived in Joplin, Mo. ... Aahhhh. Neat Picture of Tony. Thanx, John (Ks) .

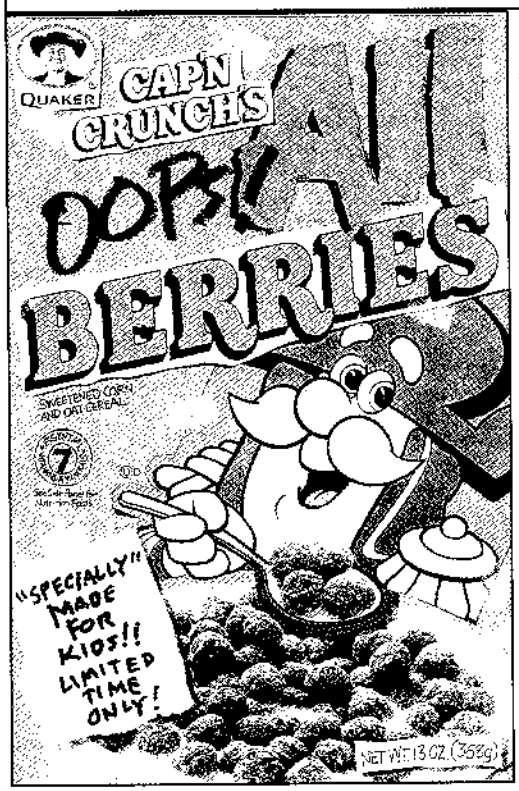
TRIX Fruit Snacks : 1997, Betty Crocker, I know it's new but it's so weird that it's cool. check-out your grocery store shelves soon before they're all gone!



Sugar Free Count Chocula Double FudgePops: By Steve's Homemade Icecream Inc., 1994, This is the perfect example of a "Regional" Testmarket item, COOL BABY !

SEND YOUR PHOTO!

The Gnarly New by Mikal



"You What?"

Last week a friend asked why the bags of cereal I left for her daughter's slumber party didn't have boxes?..

"I save the boxes."

"You what?" she asked.

"Yeah. I collect them," I told her. Then, I began compiling the answer to her inevitable next question.

"Why?"

So, for the benefit of readers just joining us...

Toy collectors have long accepted that nostalgia establishes the collectibility of an item. The more popular a phenomenon, the more likely a nostalgia wave among that generation, years later, will create the demand for the collectable. Regardless of how superficial the disco experience was for those of us disgusted by its reality, the retro-disco reality 20 years later is undeniable. Collectibles from that time period: Rocky movies, Star Wars, KISS, Welcome Back Kotter, are all "pop" culture collectibles which define themselves by their time frame

A recognized collectable is worth more if it's still in its original package. This might be a cardboard mailing box, an illustrated bubble pack, or a box, like Barbie Dolls or G.I. Joe - with its original instruction sheet. Gum card "wrappers" are sometimes worth more than the cards. Mailing packages, boxes and wrappers were disposable and not perceived generally as a collectable aspect of the toy in those years.

Collectors who recognized the collectibility of an exclusive Star Wars sticker in Cheerios (1978) often failed to consider that the cereal box itself, with its Luke Skywalker graphics, was the "wrapper" to that card. The C3P0's cereal box is the "box" to the rocket launcher in-pack.

Speculators today, recognizing the disposability of cereal boxes, despite their pop culture characteristics, can exploit this information to their financial benefit. All they need to know is why one cereal box will be more collectable than another, to a generation of incomprehensible twerps, 20 years from now.

Simply because cereal was made, and then discarded, won't make it collectable. Some cereals, like Jurassic Park Crunch, we know are limited-time opportunities. Others, like C3P0's (Kellogg's) and Ghostbusters (Ralston) lasted for years. Fruity Yummy Mummy (General Mills) and Dino Pebbles (Post) were both discontinued but were delicious! Sun Crunchers, Blueberry Mornings, Frosted Bran, Pop Tart Crunch, Hidden Treasures, Sprinkle Spangles might be interesting components of a collection but their discontinuance isn't their virtue. Current cereals, like Reeses Peanut Butter Crunch, Waffle Crisp and French Toast Crunch will probably all be discontinued; their collectibility would be established by a pop character tie-in such as the movie Space Jam on RPBC or the WB characters Pinky and the Brain on WC (as we'll see). Some discontinued cereals are collectable because of what they are: Spider Man, Barbie, Batman, Bill and Ted's Excellent Cereal, Jetsons. These are cereals that would have been characteristic collectibles even if they'd appeared on Cheerios or Corn Flakes. They are more collectable because of their exclusivity as a title cereal.

Character establishes collectibility.

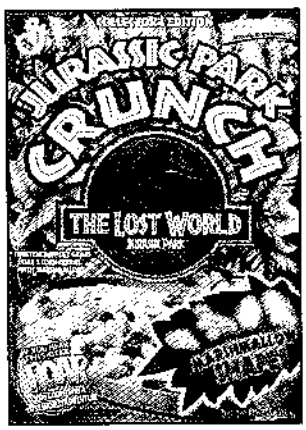
Personally, I don't care for in-house characters as defining collectibility. I find Tony the Tiger repulsively boring. The cartoon adventures of Toucan Sam fall short of intriguing. Some characters, like Boo Berry, Quisp and Cap'n Crunch can be exciting to collectors, but who's going to miss Coco the Monkey if Kellogg's puts Snap, Crackle and Pop back on Cocoa Krispies?

Occasionally the cereal companies will feature their character in hologram, glow-in-the-dark, or with flicker eyes on the box. This is a good opportunity to hold out for. It's no opportunity to collect an Apple Jacks box because of a new logo - or a Kellogg's character bowl and spoon set offer. Quaker offered a Willow movie bowl and spoon set in 1988; with Willow in-packs in Cap'n Crunch. Pathetic in retrospect, but a better gamble than a 1988 Kellogg's character bowl (or even a 1955 character bowl for that matter! A 1955 Roy Rogers bowl would be better!).

Weighing the generation-specificness of character - and the phenomenon of popularity - help to predict the collectibility of a cereal box.

Among the dozens of excellent cereal boxes on the shelf during the Summer of 1997, the following six are those I consider the best opportunities to buy for investment and pleasure. Then, when your cupboards are bulging with bags of cereal, give it to your friends and tell them why... maybe they'll save you their cereal boxes too! Happy collecting!

#1 CAP'N CRUNCH OOPS ALL BERRIES. After 10 years of inedible Cap'n Spin-offs, we have a winner! A lot of people collect Cap'n Crunch. Deep Sea Crunch (1992) and Home Run Crunch (1994) were unpalatable but collectable. All Berries is delicious (!) especially for those of us who previously separated Crunch Berries! The only thing better would be if they weren't these horrible new "brighter" colors. Crunch Berries should have remained exclusively red. In the history of Cap'n Crunch collecting, this is the biggest thing since Christmas Crunch - and the greatest ever to happen to Crunch Berries. Usually not a fan of in-house cereal characters, this is great. It's time for Frankenberry's Oops All Marshmallows!



#2 JURASSIC PARK CRUNCH. Are you sick of this or what?!? Lost World, the sequel to one of the highest grossing movies of all time, appeared on everything this Summer. And it wasn't that innovative of a sequel!... Okay, dino spoon in-packs were cool (but "too small" according to my daughter Kyla), but Hologram T-Rex up in Canada, and friends asking me if I wanted the JP Hamburger Helper box pushed me over the edge of burnout. But this shiny, foil,

embossed cereal box with cut-out trading cards has every criteria for a collectable cereal box. And it's a good-tasting cereal! By the time Return of the Jedi came out I was sick of Star Wars movies. So I'll just grit my teeth and buy JP Crunch! Maybe someday it'll be regarded as a "classic" like One Million Years B.C.

#3 CORN POPS BATMAN & ROBIN, MR FREEZE, POISON IVY. This pales in comparison to the Canadian Frosted Flakes 3-D Mr. Freeze flicker box (!) but as American movie tie-in boxes go, it's the best of a dozen-plus Batman & Robin boxes from Kellogg's! George was on Corn Flakes and Raisin Bran. Chris on Honey Smacks. Alicia on Pop Tarts. Arnold and Uma on Corn Pops. Blue and green villains on a yellow box! Very pretty. Nice character and color. Possibly Uma (Pulp Fiction) Thurman's only cereal box appearance! Arnold's looking very graphic! I'd've really stocked up on this one but I thought the movie sucked! And I don't want to own a bunch of Willow-like Batman & Robin collectibles... but that's what people traditionally collect! So sign me up!

#4 WAFFLE CRISP WB PINKY AND THE BRAIN. This cartoon is brilliant! An Animaniacs show team, Pinky and the Brain are the kind of characters kids will still enjoy when they're adults. Like Quaker's Tiny Toon Cereal, or Animaniacs on LIFE, this Waffle Crisp appearance makes a great component of the 90's cartoon box collection! Ren & Stimpy were gross-outs. Simpsons weren't licensed to American cereal. Rug Rats are superficial. Cartoon Network commemorates the 60's and 70's shows. Animaniacs is one of the truly well-done, entertaining, contemporary cartoons. The Brain, a mouse who plots each day to conquer the world with elaborate, satirical attempts at mass mind-control, is constantly undermined by his idiot side-kick Pinky. This is the first time the duo has appeared exclusively (without the Animaniacs) on a cereal box.

The campaign of WB gear, appears with the W.J. Frog (a WB classic) on Honey Bunches of Oats, a 50's nostalgia tribute of recognizable validity. But we can't count on the kids today, in the future, liking the frog as much as they love Pinky and the Brain.

#5 KIX DR. SEUSS. Since his death, the "Seuss" estate has made a merchandising empire of the Seuss properties. In the early 90's, a similar reading campaign ran on Kellogg's Smacks and Cocoa Krispies. It's great to see these Dr. Seuss characters on a cereal box! Maybe someday they'll go all the way and make Cat in the Hat Crunch. This box narrowly beat the Gumby and Pokey Frosted Cheerios box - they're both pretty cool.

#6 CAP'N CRUNCH CRUNCH BERRIES DISNEY'S HERCULES. How did my kid see this without me? As Disney collectibles go, it's always a tough call. Lion King, Pocahontas and Hunchback all had big cereal campaigns; with video cereal box sequels. My favorite was Alladin. I bought a dozen Cap'n Crunch Alladin spinner in-pack toys! Unfortunately, Hercules is a figure "offer" (as opposed to an in-pack i.e. Pocahontas patch Cheerios, Hunchback figure Cheerios, Lion King pog Rice Chex). Having not seen the movie I'm adding it blindly, like the millions of Americans that go because it's the new "Disney" movie.... I pick this because it's the initial release campaign Disney cereal box. Disney reissues, theatrically, and on video, with new promotional tie-ins for each cycle. Owning an initial release item is comparable to a #1 comic book or a first day of issue postage stamp. 10 years from now there may be a Hercules "Cheerios" box... 1997's Cap'n Crunch was the first

We hope that kids today, with their explicit lyrics, on-line access, and short attention spans, will be traditionally nostalgic about their consumer-driven childhoods! As scarce disposable collectibles go, these are recent examples of cereal's pop culture character appearances.

Previous Gnarly New Opportunities were:

From Freakie Magnet #2 (Winter 1994): 1. COOKIE CRISP SPIDER MAN TRADING CARDS; 2. CAP'N CRUNCH PEANUT BUTTER CRUNCH POWER RANGERS MEGAZORD WATCH OFFER.

From Freakie Magnet #4 (Summer 1995): 1. CORN POPS RIDDLER BAT MAN FOREVER; 2. CORN POPS BATMAN FOREVER CHARACTERS.

From Freakie Magnet #6 (Winter 1995): HONEY NUT CHEERIOS GOOSEBUMPS MILK CAP IN PACK AND GAME; 2. SPIDER MAN CEREAL FLEER TRADING CARD IN-PACK.

From Freakie Magnet #8 (WINTER 1996): COCOA PUFFS TOY STORY VIDEO FIGURE IN-PACK; 2. CINNAMON TOAST CRUNCH JOHNNY QUEST OFFER.

Buy now, and forever hold your piece. -MIKAL

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Free Inside!

Wanted:

60'S POST CEREAL PREMIUMS wanted: Linus the Lionhearted, So-Hi, Sugar Bear, etc: Halloween costumes, inflatables, puppet theatre, spring and string toys, etc. Roland Coover, 1537 E. Strasburg Rd., West Chester, PA 19380. 610-692-3112.

ALL SPACE TYPE PREMIUMS/TOYS and especially CEREAL BOXES: Radio too! Tom Corbett, Captain Video, Buck Rogers, Flash Gordon, Rocky Jones or generic stuff too. Bill Otto, 510 Dowding Court, Bellevue, NE 68005. 402-291-9269.

ANYTHING '65-'75: FREAKIES, Quisp, Quake, Quangaroos, Sir Grapefellow, Baron Von Redberry, Funny Face, Otter Pops, Cattanooga Cats, The Impossibles, Banana Splits, H.R. Pufnstuf, Lidsville, Wacky Races, Monkees, Upsy Downsys, Liddle Kiddles, Farbs, Hot Shots. John Balen, 3461 Oak Glen Drive, Los Angeles, CA 90068-1313-

MONSTER CEREALS AND FREAKIES boxes wanted. '70's issues only, call Kevin at 703-250-0887. Thanks!

CEREAL BOX COLLECTOR wants to trade with others. Any U.S. regionals or foreign country boxes for my regional or USA boxes. Send sale/want lists. Bryan George, P.O. Box 567, Fremont, CA 94537-0567.

CEREAL ITEMS WANTED: QUISP, QUAKE, & Cap'n Crunch rings, Cap'n Kaleidoscope, Cap'n Guppy Ship, Banana Splits rings or premiums, Moonstones cars or magnets, Giggles walker. Ralph Stout, 383 North Corona Avenue, Valley Stream, NY 11580. 516-561-2473.

CEREAL ITEMS WANTED: SPORTS cereal boxes and others! Need Vanessa Williams, Mary Lou Retton, Walter Peyton, Mr. T. Send list and prices to Ed Cassidy, 1018 Laurel Street, Ambridge, PA 15003-1760 or call 412-266-7848.

CEREAL PREMIUMS WANTED! Looking for Freakies flip-n-flys, mug and bowl set, clock, rubber figures. Also premiums from Jay Ward (Bullwinkle, Underdog...), Monster Cereals, Quisp/Quake and H.R. Puf-n-Stuf. Call early evening PST or write Darren Wells, 1300 Rosanna Circle, Las Vegas, NV 89117. 702-363-3500.

COCOA PUFFS DENNIS THE MENACE BOX and stickers from middle 1970's. Also newspaper comics 50's, 60's. Also need one person to supply me with daily and Sunday current Dennis's my paper stopped carrying it every day! Help someone! Thanks. Cham Holmes, 6955 1/2 Van Nuys Boulevard, Van Nuys, CA 91405.

COMMERCIALS WANTED FOR QUISP/ Quake, Grapefellow, color copies of boxes or any premiums. Looking for Soldiers of the Ages (gold or silver plastic toys) and a color copy of the Quisp balloon quaft box. Call Doug Mark, 905-689-3722 EST.

DASTARDLY AND MUTLEY TELESCOPE and bi-planes, Post crispy critters snap-together plastic animals, H.R. Pufnstuf flute, Banana Splits, Quisp and Quake, vintage Cap'n Crunch items especially rings, foreign Hanna Barbera and Looney Toons figural premiums. Any Underdog, Hoppity Hooper, Mighty Hercules, Funny Company. Ed Chernesky, 401-831-7705. 177 Laurel Avenue, Providence, RI 02906.

Brabo Parachute Figures - Sold in U.S. 1970's - made in Antwerp, Belgium!

FREAKIES CEREAL BOXES Wanted: Looking for boxes offering airplanes, boats, comics, poster and flipnflys. Also looking for nabisco spoonmen figures.David Dowd 773/244-2942 email spoonley @enteract.com

FREAKIES WANTED: Iron-on patches, cloth patches, Hamhose magnet, boats, other rare Freakies. Bud Deegan, 4404 N. Montana, Portland, OR 97217. 503-288-9215.

FREAKIES WANTED! Figures, patches, boats, flip-n-flys, magnets, rings, repro boxes, commercials - Anything! Robert Wood, 2516 Kenilworth, Cleveland Heights, OH 44106. 216-397-7537.

FUNNY FACE WANTED - Tutti Fruity & Raspberry cups needed. Also Screaming Yellow Zonkers figures. Mike Howlett, 101 Spring Street, Cambridge, MA 02141. (617) 661-0435.

FUNNY FACE WANTED - fan club, buttons, drink stand, packages, store displays, booklets, etc. Top prices paid for items I don't have. Thanks! Dan Goodsell, P.O. Box 342, Culver City, CA 90232. 310-815-0465.

FUNNY FACE WANTED - packages, books, watch, pillows, drink stand, iron-ons, store displays, fan club kit. Anything Funny Face or Thirst Fighters. Chris Serratore, 218 N. Main Street, Ambler, PA 19002. 215-628-3213.

FUNNY FACE ITEMS WANTED-packages, booklets, drink stand ANYTHING! Also looking for 2-1 Quisp fun bowl. Will pay top dollar. DAVID NEUMARK, 2306 North Sixth Street, Burbank, CA 91504.

HALLOWEEN BOXES/FOOD PACKAGING; Batman, Addams Family on Canadian Post Cereals 1992; Canadian Cap'n Crunch Rubdown booklets 1983; A&W Burger Family items. Len Goldberg, Box 64284, Ottawa, Canada K1Y 4V2. (613) 798-8037.

HANNA BARBERA CEREAL BOXES and premiums, H-B toys, Analog H-B watches, Jay Ward toys and watches, robots, space toys, Pez. Stan Luksenburg, 21475 Lorain Road, Fairview Park, OH 44126. 216-356-1118.

THE IMPOSSIBLES WANTED! Anything and everything to do with The Impossibles - Videos, t-shirts, mugs or caps! A lunch box! Thanks! Cary Groneveldt, 631 W. 152nd Street #3C, New York, NY 10031.

JOSIE AND THE PUSSYCATS erasers, Dick Dastardly Biplanes, Archie's Jalopy and Jungle Book spoon riders wanted! I also collect advertising dolls, figurines and commercials on video tape. Call Oscar, 213-483-5683 or write 1812 Grafton Street, Los Angeles CA, 90026

LOOKING FOR 1956 KELLOGG'S Sugar Smacks, Sugar Pops, 1959 Post Alpha Bits, Grape Nuts Flakes, Sugar Crisp. Ray Fetzner, 504 West 10th Street, Rock Falls, IL 61071-1621.

MIGHTY MAX MINI PLAYSETS wanted (especially Wolfship 7 & Doom Dragon!). Always buying and trading for Cap'n, Monsters & Freaks! Also always looking for Toolie Birds! Guy Himber, 15239 Rayneta Drive, Sherman Oaks, CA 91403. 818-907-8354, GUYHIMBER@aol.com.

NOW BUYING OR TRADING for anything relating to the Monster Cereals, Count Chocula, Frankenberry, BooBerry, Fruit Brute and Yummy Mummy. Need all boxes, premiums, rings, ads, dolls, figures, cups, t-shirts, etc. Absolutely anything. Call today! Ronnie Salinas Jr., P.O. Box 1313 Morgan Hill, CA 95038. 408-779-2753.

OLD LONDON BULLWINKLE COINS Wanted, also Monster Cereal flicker rings, Funny Fringes, Pufnstuf rings, Hanna Barbera premiums, Funny Face paper items. Jim Rash, 135 Alder Avenue, Egg Harbor Township, NJ 08234-9302. 609-646-4125 evenings.

ORIGINAL BATMAN AND D. DASTARDLY prizes wanted. Also paper copies of cereal boxes: 60s and 70s Quisp, Batman, D. Dastardly and box with Robin Hood giveaway figures. Mike Alt, 6550 South 400 West, Berne, Indiana 46711. 219-334-5215.

PAYING CASH FOR QUISP figural ring, Quisp "spear shooting" mobile, & other Quisp/Quake

items. Mike Blanchard, 1926 Valley Park Drive, Cedar Falls, IA 50613. 319-266-6039.

PLASTIC CEREAL PREMIUMS wanted, also any Funny Face premiums or old Hostess characters. Ken Thomsen, 624 E. Mulberry, Apt. 2, Bloomington, IL 61701. 309-827-2549.

PLEASE HELP ME FIND these items to complete my Freakies shrine: Vol I comic "History of the Freakies," 24" x 32" Sendaway poster, Gargle bike flag, Cowmumble mini magnet, any fun dots and flip-n-flys, all embroidered patches but Ham, Cow & Gargle, and various cereal boxes. Top dollar paid! Call Tim at 520-722-3472 anytime!

SHREDDIES STAR WARS 1977 boxes wanted. Paying top prices. Also wanted Australian Coco Pops Ewok Adventure box and Rice Bubbles Star Wars Decoder Disk box. Please contact Paul Naylor, 106 Bilsen Road, Wavell Heights, AUSTRALIA 4012. Phone 07-3260-7531.

SNOW WHITE AND THE SEVEN DWARFS lenticular cards from Weetabix "Ready Brek" cereal (England) wanted, #'s 1, 3 & 4 or set/8. Call/write Dan Hemphill, 6 Baudina Crescent, Scarborough, Ontario, M1N 3M8, CANADA. (416) 698-1498.

STAR WARS RELATED BOXES wanted, domestic or foreign. Gus Lopez, 3821 NE 45th Street #21, Seattle, WA 98105. 206-522-4914.

TOOLIE BIRDS, QUISP AND QUAKE wanted! Also Quisp rings; Cap'n Crunch rings; Funny Face walkers; Grins/Smiles; all 1960s–70s cereal premiums! Aaron Sultan, 3201 Arrowwood Drive, Raleigh, NC 27604. 919-954-7111.

WACKY RACES, DASTARDLY AND MUTTLEY, Archies, H.R. Pufnstuf premiums wanted. Steve Wann, 9107 Covered Bridge Road, Baltimore, MD 21234.

WACKY'S WANTED: Collector seeks the cereal stickers & the box back panels. Also I'm looking for traders for singles from the 1st through 16th. Mark Shoemaker, 658 7th Avenue, Williamsport, PA 17701. (717) 327-9341.

WANTED: ALL 12 CANADIAN STAR TREK CEREAL BOXES. Also, various Canadian Sports Figure Cereal Boxes. And Tobor (the toy robot) from Shredded Wheat Juniors in 1959. Please write first describing the condition and asking price. THANKS! Ted Grish, Box 360509, Milpitas, CA 95036.

WANTED - ALL MONSTER CEREAL Stuff, Freakies, 70's Quisp, Tusk Tusk, Ogg the Caveman and Crunchberry Beast. Call Matt at 609-317-9318 before 1:30 a.m. EST.

WANTED: CEREAL BOXES, ESPECIALLY LINUS'S, Crispy Critters, Twinkles, Frosty-O's ; Cereal premiums, anything from the 60's-70's; Linus the Lionhearted board game. Will buy or trade. Call Gary Miles 717-252-9885, or write: P.O. Box 60, East Prospect, PA 17317.

WANTED: CIRCA 1962 TRIX AUSSIE "Hummer." I've searched everywhere without success! Thanks! Rick Levandowski, P.O. Box 1875, Wausau, WI 54402-1875.

WANTED: CRATER CRITTERS, funny fringes, real weird gum ball monsters - Dave Stearns, 635 Howard Pl. #A102, Madison, WI 53703.

WANTED! ANY ITEMS WITH the Sugar Corn Pops BIG YELLA character on it! Boxes, toys, etc. especially the BIG YELLA yo yo mail away. Also SUGAR BEAR yo yo. Call David 818-566-9825.

WANTED! FREAKIE$: COMPLETE SET OF 'freakie figures'. Also looking for a Freakies cereal box. Please call Chris at (212) 924-3337, or e-mail me at clajd@aol.com. Thanks!

WANTED HOSTESS BOXES with the characters Twinkie the Kid, Captain Cup Cake, King Dong etc. Brian Paichendt, 1361 W. 144th Street #2, Cleveland, OH 44102. 216-228-2246.

WANTED: FRUIT LOOP HAN SOLO figures and all Star Wars boxes including C3P0's, also Star Trek Cheerios cereal boxes and stickers. Will trade for various British boxes and premium sets e.g. Batman, Rugrats, Looney Tunes, Spider Man and Toy Story. Darren Goodwin, 16 Dorothy Powell Way, Walsgrave, Coventry, CV2 2TN, England. 01-203-617024

MONSTER CEREAL STUFF WANTED! Glow-in-the-dark paper stickers ('75)! Vinyl dolls, Magnets and Ink Stampers. I'm also looking for a mysterious monster-like projector/toy from around 1973. It wasn't the Ghost Gun. This toy had 2" plastic stencil disks that slipped into the tube-like projector and showed Frankenstein/Werewolf/Ghost/etc., images with light and shadow. It seems to be similar to Remco's '77/'79 Star Trek Projector. Help! Call/email Stewart at 510-769-8849 - sstanyard@holobyte.com Thanks!

WANTED: SPORTS CEREAL BOXES, also have sports cereal boxes to sell or trade. Need Vanessa Williams and Ralston's WWF Superstars Hulk Hogan cereal boxes. Call Ed 412-266-7848 or write at 1018 Laurel Street, Ambridge, PA 15003-1760.

WANTED: PLEASE SEND CURRENT LISTS. Also collect Liddle Kiddles (will buy ANYTHING I don't have!). Thanks. Laura Miller, 3639 Fourth Avenue, La Crescenta, CA 91214. (818) 957-3207.

WILL TRADE FOR OR BUY PEZ, Totems, Yummy, Fruithead and TV Pals dispensers. Also need any PEZ paper items. Also Wacky Packages puzzles, posters, tatoos, original artwork, die cuts, wacky ads, cloth patches and any unusual items. David Gross, 76 Sicard Street, New Brunswick, NJ 08901, phone fax 908-246-1589.

For Sale or Trade:

4 TRADE, 4 DAFFY DOGS (1971) and 3 totem poles (1972). Looking for Toolie Birds. Will trade one for one. Call Joe 516-474-4695.

FROSTBITE FALLS FAR-FLUNG FLIER, zine of Jay Ward Cartoons. Special Double Issue on commercials for Cap'n Crunch, Quisp, Quake & King Vitaman. Send $5 to Gary David, P.O. Box 39, Macedonia, OH 44056-0039.

GRINS, SMILES GIGGLES & LAUGHS full color joke books for sale. Get your set of three today for $15. If anyone is interested in a Quisp and Quake premium and box list call DOug Mark 905-689-3722 EST.

MICHAEL JORDAN WHEATIES boxes supersingles 1 oz. boxes flattened, $5 each. Scott Starr, 1325 Danielson Road #B, Montecito, CA 93108. 805-969-6500, fax 805-565-1805.

MOONSTONES STICKERS SET, six different in-pack stickers all MIP, $60/set. American Toycoon, P.O. Box 26591, Los Angeles, CA 26591. 213-484-8280.

QUISP CEREAL FOR SALE with new watch offer, $10 a box post paid, call or write Eric Stewart, 313 Southside Drive, Oneonta, NY 13820, 607-432-7564.

QUISP CEREAL FROM UPSTATE New York, new watch offer $10 a box post paid, call Dante Maglioli 315-341-5157 until 5-17-97; after call 315-655-4646. Also, wanted Star Wars anything including C3P0's boxes, Canadians, etc.! Thanks!

QUISP SPEARSHOOTING TOY available in package - $250.00; Quisp glow-in-the-dark mobile with original instructions unpunched - $150.00; Underdog gumball ring (yellow) $250.00. Call or write DAVID NEUMARK, 2306 North Sixth Street, Burbank, CA 91504. (818) 563-2914.

SEND TODAY FOR CEREAL BOX PRICE LIST of various boxes from the 1980's and the 1990's, including Mr. T, Hot Wheels, Freakies (1987) and many sport boxes from the 1990's. Ted Grish, Box 360509, Milpitas, CA 95036.

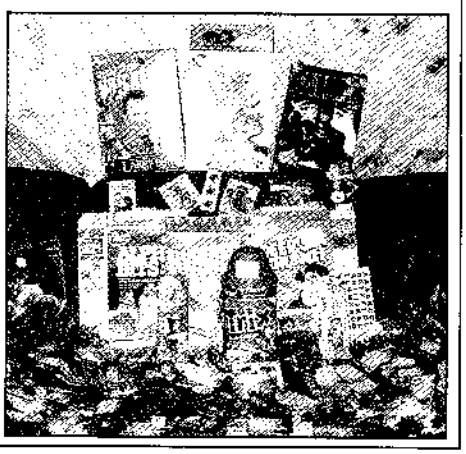
STAR WARS TRILOGY 3-D TRIPACK CEREAL BOXES (Kellogg Canada), 3/set @ $15.00/set ppd; Batman & Robin 3-D cereal boxes (Kellogg Canada), 4/set @ $25.00/set ppd; Lost World: Jurassic Park 3-D cereal box (General Mills Canada) @ $8.00/box ppd. Call/write Dan Hemphill, 6 Baudina Crescent, Scarborough, Ontario, M1N 3M8, CANADA. (416) 698-1498 (M-F 8:00 a.m. to noon, EST).

TRADING CANADIAN BOXES like Shreddies Goosebumps, Cap'n Crunch Spider Man, Cap'n Crunch "Are You Afraid of the Dark," Rice Krispies Disney movies, Halloween Fruit Loops and Rice Krispies. Write Mark Innes, P.O. Box 57582, Jackson Station, Hamilton, Ontario, Canada, L8P 4X3.

TRADING JOSIE SPOONS, CRATER CRITTERS, QUISP COMICS, Mary Poppins pop-up, Pink Panther Spy Scope, Funny Face walkers, etc. for premiums I need. Roland Coover, 1537 E. Strasburg Road, West Chester, PA 19380. 610-692-3112.

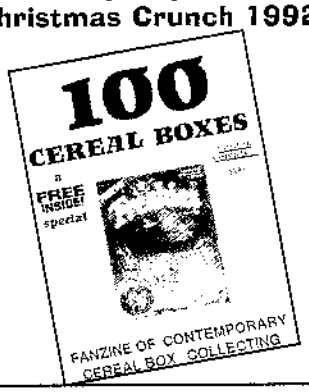
U.K. CEREAL BOXES AND PREMIUMS AND EASTER EGG BOXES to trade for movie related boxes and premiums. Darren Goodwin, 16 Dorothy Powell Way, Walsgrave, Coventry, CV2 2TN, England. 01-203-617024.

FOR SALE: ALL THIS CEREAL STUFF I HAVE COLLECTED SINCE CHILDHOOD! Send 8 1/2 x 11 SASE ($1.21 post) for HUGE sale list to Kirk B. Robinson, P.O. Box 474, Akron, IN 46910. Thanks!



Cereal Boxes For Sale

(x3) Cap'n Crunch Christmas Crunch 1991 gift box on top w/in pack stickers $15.00
(x2) Cap'n Crunch Crunch Berries 1991 Bubble Wand w/ wand (orange) $15.00
(x3) Post Raison Bran Dream Team 1996 w/ poster $10.00
(x4) Cinnamon Mini Buns DC Mini Comic 1992 $10.00
(x2) Christmas Crunch 1988 $15.00
(x2) Cap'n Crunch Rainblo Bubblegum 1987 plush toy offer $10.00
Christmas Crunch 1989 $15.00
Raisin Bran Fresh Prince of Bel Air Jersey Photo inc. Will Smith 1993 $10.00
Crunch Berries Fun Globe 1987 w/ in pack glow moon $20.00
Peanut Butter Crunch Fun Globe 1987 $15.00
Hidden Treasures 1993 $10.00
Cap'n Crunch Crunch Berries Aladdin w/ in pack & BK Adventure Flyer 1992 $15.00
(x2) Peanut Butter Crunch Aladdin w/ in pack & BKAF 1992 $15.00
Cap'n Crunch Aladdin w/ in pack & BKAF 1992 $15.00
Fruit Loop Lego Offer embossed 1992 $10.00
Christmas Crunch 1992 gyro-ornament w/ in pack $15.00



SPECIAL! - 2 "Free Inside" Cereal Collector's Fanzine exclusives! 100 Cereal Boxes and 100 International Cereal Boxes!

Only $2 each plus $1 shipping!

Call Mikal Vollmer - (760) 361-3347

Cool Stuff For Sale

1. Monster Cereal Ct. Chocula/Frankenberry Poster Set w/markers (unused/mint in mailer) 1971.....$245
2. Monster Cereal Trick or Treat bag (mint).....$18
3. Ogg the Caveman send-a-way wooden figure w/real hair (Kellogg's 1972).....$15
4. Quisp Raygun (missing cone tip).....$50
5. Quangaroo Soap Box car.....$45
6. Quangaroo Gyro trailblazer.....$35
7. Archies Jalopy.....$20
8. Wacky Races Peter Perfect car, complete/near mint (Kellogg's 1969).....$50
9. Cap'n Crunch figural ring (figure only, no ring).....$50
10. Push-Puppets: Fred, Wilma, Dino, Pebbles, Pink Panther, etc.....call for info
11. Casper Gumball Rings, all mint: Casper $50, Wendy, Nightmare, Spook.....$35@
12. Creeping Monster (mint/unused in cello).....$40
13. Creepy Magazine Fan Club button (Warren 1968).....$20
14. Ogg the Caveman plastic figures.....$10@
15. Fruit Brute door knocker (MIP/sealed) scarce.....TRADE

WANT LIST

1. R&L Neptunes
2. R&L other foreigns (Crazy Pirates, Veggie Sports, Society Zoo, nodders, etc.)
3. Dr. Seuss model kits (Buzby, Grickly, Cat in Hat, etc.)
4. Quisp battery-operated spaceship
5. Frankenberry Flicker ring (Frankenberry dancing)
6. Count Chocula Secret Compartment Ring
7. Any Quisp and Quake rings
8. Banana Splits and Monkees rings (Canadian)
9. R&L King Crater w/crown
10. Any Marvel Superheroes items 1960s. premiums, T-Shirts, Fan Club kits
11. 1960s Fan Club kits: Banana Splits, Vulture Squadron, Jackson 5, Partridge Family, Brady Bunch

Aaron Sultan
3201 Arrowwood Dr
Raleigh, NC 27604
919-954-7111
All calls before 10PM EST please

TOMS TOYS ©97

70'S CEREAL FLATS (MINT CONDITION)

BOXES SHOWN IN PHOTO ARE ASSEMBLED FOR DISPLAY

1973

Cocoa Krispies (13oz)... 70.
Rice Krispies (13oz)... 45.
(10oz)... 40.
(6oz)..... 35.

1977

Rice Bubbles (500g)..... 75.
-Kellogg's Australia / Very Rare!
Suger Pops (10oz)..... 65.

Ordering Instructions:

1. Call To Reserve Items
(405) **842-3577**

2. Mail Money Order To :
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P.O.Box#13531
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73113

MAILED IN FLAT "FACTORY FRESH" CONDITION (POSTAGE EXTRA). I HAD TO PUT SOME TOGETHER-THEY ARE COOL!

What 'zine has the right ingredients to go with cereal?

MOO JUICE!

Of course!
Send $3 for a sample issue to: Moo Juice, P.O. Box 11619, Chicago, IL 60611

WACKY PACK ATTACK

Bubble Gum Cards
Sets, Singles, Etc.
Mark Shoemaker
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Williamsport, PA 17701
Phone (717) 327-9341

SNORKELDORF BOAT NEEDED TO COMPLETE MY SET! HELP!
BUD DEEGAN
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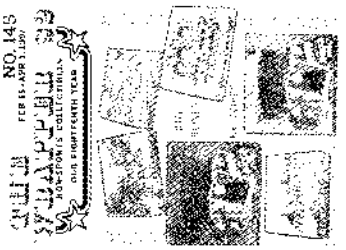
Portland, OR 97217
503-288-9215

FOR SALE: FREAKIES!
Boats, Magnets, Figures, (plastic and rubber). Call Kevin after you call Duane Dimock for my new number (see ad page 3)!

Quake
Collectibles
Prime Source for Cereal Boxes!
3759 N. Southport
Chicago, IL 60613
(773) 404-0607

WANTED:
MONSTER CEREALS
AND **FREAKIES**
BOXES AND PRIZES.
CONTACT KEVIN AT
8 OAKWOOD DRIVE,
GALES FERRY, CT 06335

The Wrapper
Non-Sports Collectibles Magazine



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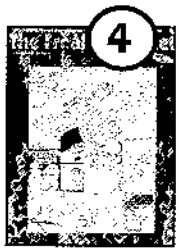

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Full Page: $75
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Classifieds: ALWAYS FREE!

Advertising deadline for Freakie Magnet #11, Star Wars Cereal Box Special Edition, is 2/15/98!

Retailers! Toy Dealers!

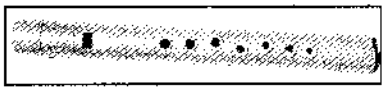
Sell Freakie Magnet at your Shop or on the Road at the Shows!

Pay only $2.50 per issue when you buy 10 or more copies (mix & match)!

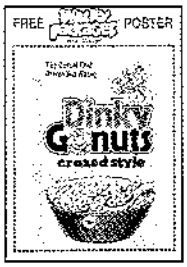
TICK TOCK TOYS

PREMIUMS OF NOTE

1.Freddie the Flute - Call for condition - $250



2.Ronald McDonald Theatre - Late 1960's - VG - $150



3.Dinky Donuts box w/ Wacky Pack offer - EX - Call

OLD STANDARDS

1.Freakies Boats - Various - NM	$40
2.Freakies Rubber Figure - Hamhose	$25
3.Freakies Sew on Patch - Cowmumble	$45
4.Monster Cereal Car - Chocula	$30
5.Frankenberry Mini Monster	$30
6.Monsters Mini Collection - MOC	$25
7.Goofy Grape Walker - EX no coin	$65
8.Rootin Tootin Raspberry Pack - 1972 full	$30
9.Goofy Grape Pitcher - 2 faced unpainted	$95
10.Winnie the Pooh Spoon Sitter	$15
11.Cap'n Crunch Bosun Whistle	$15
12.Quake Car - Yellow no fin	$65
13.Quisp Gyroscrambler	$25
14.Quangaroo Orange Crate	$65

BARGAIN PREMIUMS!

1.Cheerios Mini Whiz Ring - 1970's	$2
2.Jackson 5 History Box Back Cut Outs - 1985	$3
3.Cap'n Crunch Wallet w/ Money - 1981	$6
4.Flintstones Poster - 1983	$3
5.Kellogg's Sports Games - 1971 - Paper	$3
6.Corvette Sting Ray - Quaker 1970	$8
7.Space Shuttle Model - Kellogg's 1985	$7
8.Roller Printer - 1970's	$4
9.Dig Em Paint Set - 1974	$5
10.Sugar Pops Horse Cards - 1974 - Lot of 2	$5
11.Superman Pop Out Poster - 1978	$6
12.Sonny the Cuckoo Bird Spoon	$5
13.Fred Flintstone Pencil Holder	$5
14.Barney Pencil Holder	$5
15.Dino Pencil Holder	$5
16.Sugar Bear Bike Reflector	$4
17.Mini Slick Gyro Car - Quaker 1970's	$4
18.Pink Panther Hidden Game - Kellogg's '89	$4
19.Glow in the Dark Yo YO - Kellogg's 1970's	$4
20.Kellogg's YO Yo - 1970's	$4
21.Multiplication Machine	$5
22.1975 Kansas License Plate	$3
23.1978 Georgia License Plate	$3
24.Rice Krispies Plastic Paper Clip - 1978	$4
25.Tony the Tiger Plastic Paper Clip - 1978	$4
26.WC Fritos Eraser	$5
27.Rice Krispies Rubber Bottle Toppers	$3
28.Quaker Nail through Finger Trick	$2
29.Popeye Fun & Game Booklet - 1989	$3
30.Halfsies Magic Motion Poster - 1982	$6
31.Kellogg's Robot/Helicopter - 1985	$4
32.Flintstones Western Bedrock Game - '87	$5
33.Cracker Jack Plastic Whistle	$3
34.Quaker Baking Soda Dolphin	$5
35.Quaker Glow in the Dark Acrobat	$5
36.Kellogg's Ecology Stickers - 1973	$5
37.Kellogg's Super Sub	$5
38.Kellogg's Stencils - 1970	$3
39.Pop Tarts Rub Off Games - 1971	$2
40.Star Wars Poster - 1978	$8
41.Dig Um License Plate - 1973	$2
42.Toucan Sam Picture Disc - 1983	$5
43.Tony the Tiger Glow Stickers - 1971	$6
44.Cap'n Crunch Bumper Sticker	$8
45.Sonny Hearts Card Game - 1970's	$6
46.Sonny Old Maid Card Game - 1970's	$6
47.Cookie Crisp Bike Clicker (Wizard)	$5
48.Balloon Launcher	$4
49.Mini Terrarium - 1970's	$6
50.Inverting Top	$3

TICK TOCK TOYS

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CATALOG #4 is out NOW!

Are you on our list to receive it?

We are proud to announce the world's coolest web site for cereal and food collectors:

TICK TOCK TOYS HOME PAGE http://members.AOL.com/grickily/homeb.html

Come visit soon!

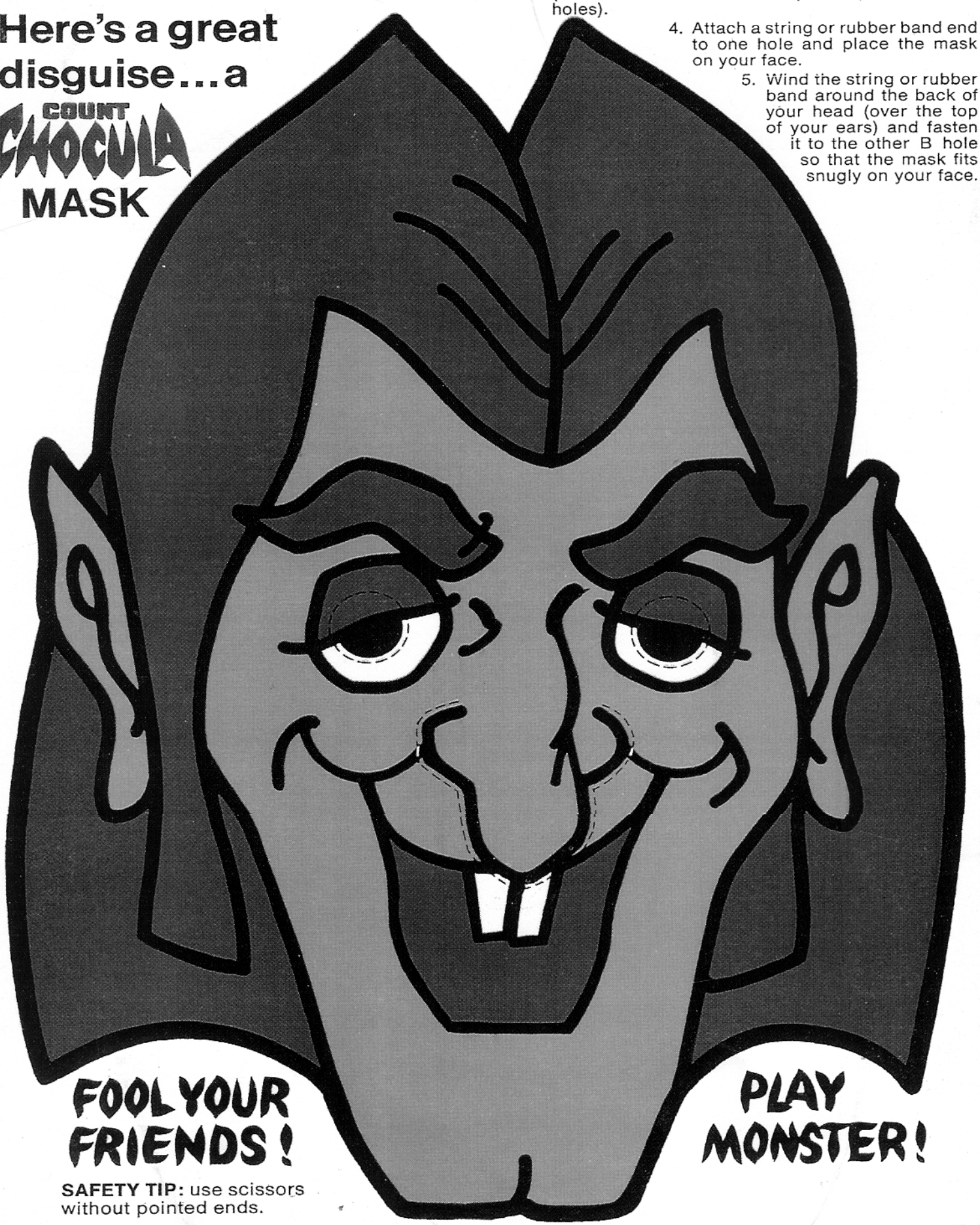
WE ARE ALWAYS BUYING PRE 1979 BOXES and PREMIUMS!

Kids!

Here's a great disguise...a COUNT CHOCULA MASK

INSTRUCTIONS

1. Cut-out the entire Mask along the outside of the character's face.
2. Cut-out the eyes and nose of the character along the dotted lines.
3. Punch-out the B holes on each side of the mask (be careful to use a blunt object to punch-out the holes).
4. Attach a string or rubber band end to one hole and place the mask on your face.
5. Wind the string or rubber band around the back of your head (over the top of your ears) and fasten it to the other B hole so that the mask fits snugly on your face.



FOOL YOUR FRIENDS!

PLAY MONSTER!

SAFETY TIP: use scissors without pointed ends.